



THE JOHNSTON
COLLECTION

Report

2012 | 2013



THE JOHNSTON COLLECTION

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THE WR JOHNSTON TRUST

The Johnston Collection was bequeathed by William Robert Johnston (1911-1986) to the people of Victoria and is administered as an independent not-for-profit museum by The WR Johnston Trust.

ABN 8719 494 0961 | ACN 075 028 287

cover image | *Fairhall: The Yellow Room* (as arranged by Barb Brownlow & Alexandra Brownlow for *The annual William Johnston and his collection house-museum tour*, March 2013 –19 June 2013)

Photographer: Earl Carter | Earl Carter Photographer



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From the Chairman

This is the first Annual Report of The Johnston Collection. We have no statutory obligation to produce one. However, the Trustees considered that with the amount of activity we undertake, it would be useful to record a summary of each year so that we, and our successors, can look back at issues and trends. The Director will report on the full scope of activities during the year.



For the Trustees, it has been a year in which we have taken an exhaustive look at the future direction of the organisation. This has not been easy and we have yet to make the difficult decisions that are required to ensure The Johnston Collection has a sustainable future. However, we now have all the information to help us make those decisions. Our efforts in this regard have focussed on three areas outlined below.

First, we explored how we could take better advantage of our properties to improve facilities for visitors and staff. In this regard we continued looking at options for redevelopment. As part of

this process we developed a long term master-plan for the Trust's properties and we sought approval for this from the City of Melbourne. Regrettably, this was opposed by several neighbours and we had to resort to having the matter heard at VCAT. VCAT not only approved our planning permit, but made suggestions (such as a dedicated bus parking bay) that would considerably improve our circumstances.

After examining how to begin implementation of this master-plan, we determined the first stage would need to be an upgrade of *Fairhall* and modest changes to the Administration wing and 150 Hotham Street. This will provide better conditions for staff and volunteers, and improve our exhibitions and other public programmes. We rationalised our property portfolio by selling 146 Hotham Street, as we had acquired 148 the previous year and it is a much more useful property for us.

Secondly, we explored options for dealing with our annual deficit in order to make us financially sustainable. It is generally considered that the Trust is very well off financially. This is not the case. The Trust makes a considerable loss each year and has done so for many years. Before the GFC, this was offset by many years of successful investment strategy which disguised the trading loss from the museum operations. The Trustees have been looking at options to eliminate the deficit and provide long term certainty to The Johnston Collection. These discussions are well advanced, but no firm decisions have been made to date. They have included consideration of investment strategies, fundraising, pricing structures, property portfolio, scale and scope of our operations, competitors, and the cultural significance of our assets. These are a complex set of parameters and



it has been necessary to explore each so that we can make informed and rational decisions.

Thirdly, we articulated a vision for the future. This vision:

accepted that many changes have been made to *Fairhall* since it was bequeathed. We have recognised this as a virtue as it encourages greater freedom to explore the possibilities for how the property is used and shown; aligned itself with the public's interest in all matters relating to taste, style and design including fashion, decorative arts, interiors, architecture, graphics, gardens etc.

Next year promises to be one where major decisions are made to align these three issues and ensure, not just a sustainable financial future for The Johnston Collection, but also one that makes a very positive contribution to the cultural life of Victoria.

We have been very grateful for the support we receive. This year, in particular, we were pleased to receive a donation of \$50,000 from one of our Ambassadors, Mr Roger Brookes, \$5,000 from Margaret Cash, and also a bequest of \$46,000

from the estate of the late Mrs Alwynne Beryl Jona OAM. Such gifts are always gratefully received and are a welcome acknowledgement that the work we do is enjoyed and respected.

Everyone associated with The Johnston Collection has worked extremely hard during the year and I thank everyone most sincerely. These include my fellow Trustees, Graeme Blackman OAM, Tom Hazell AO and Peter Walsh. We were joined at every meeting by our Honorary Treasurer, Joe Groher, who I particularly acknowledge for the huge amount of work he has undertaken to help us plan for the future. I also thank all the Volunteers, Guides, Ambassadors and Friends without whom we would not be able to achieve what we do. I pay a special tribute to Robert Thomson, who stood down as President of The Friends during the year after making a very significant contribution to The Friends over many years. And lastly, I thank all the staff, under the direction of Louis Le Vaillant, who juggle the million things we do with a brilliant mix of professionalism, fun and hard work.

Peter Watts AM, Chairman

From the Director

This inaugural Annual Report offers a rewarding opportunity for us to share with you an extensive account of what we have all achieved at The Johnston Collection over the last year. We hope that by creating an Annual Report it will recall, recollect and record these achievements and act as a reminder of our contribution to the cultural sector and to those who have not only participated in our programmes but also those who actively follow what we do.



Our public programmes continue to engage and challenge what house-museums can do. *Fairhall* delivered its three distinct tours: *'The House of Ideas'* series, the *Christmas Tour* and the *'Mr Johnston'* series. *Romance Was Born's* founders, Anna Plunkett and Luke Sales, well considered curation in *'The House of Ideas'* series, extended our interpretation possibilities to younger audiences. *Rejoice!* returned selected creations from the last five years of our Christmas tours. The *'Mr Johnston'* series saw Melbourne-based Barb Brownlow and Alexandra Brownlow of Brownlow Interior Design 'rearrange' *Fairhall*. Within this mix,

we continued to add to our series of innovative 'menu' *Fairhall* tours, including *Unlocking the Collection*, which focussed on specific aspects of the Collection.

Our two Gallery exhibitions, *Commanding Splendour: The Duke of Wellington & the Empire Style* and *Women Making History: Writers, Thinkers, Makers, Icons 1700 - 1900*, extended the stories we tell based on the Collection.

The regular weekly lecture programme and educational activities organised for lifelong learning, including the Annual Study Day, have again proved popular. The diverse lecture programme welcomed back familiar lecturers, as well as introducing new speakers. Our aim is always to be engaging and popular, without being overly didactic, by selecting topics and themes which relate to a wide sphere of interests. This was further developed with handling workshops - enhancing the learning experience at a practical level.

Visitor numbers have continued to be strong for house-museum tours and lectures, and are evidence of the success with which the Collection has been able to develop and deliver its programmes.

Press coverage and media interest in the Collection continues to be generated to very high levels. Of note was excellent coverage relating to *Romance Was Born*, especially in new social media platforms. External partnerships and collaborative programmes with The Melbourne Food and Wine Festival, the Open House Melbourne scheme and L'Oreal Melbourne Fashion Festival, amongst others, extended awareness of us to other like-minded communities. As a result, the Collection was increasingly recognised and valued through

successfully raising its profile regionally, nationally and now internationally.

The Collection has also been ably sustained by our support groups: The Ambassadors, The Friends and Volunteers. The Ambassadors continue to provide collection advice and assistance to the Trustees and Director in advancing the Museum. The Friends of The Johnston Collection, through their social activities and events, have contributed over \$12,500 to support our programmes. We sincerely thank Robert Thomson for his generous contribution as President of the Committee of The Friends of The Johnston Collection. Sue Logie-Smith has now adeptly taken over the role.

We also salute our Volunteer Guides and Volunteers for their dedication and wonderful contribution in sharing our stories throughout the year. The recruitment and new intake of volunteer guides commenced in July 2012, and as they continue their training, we welcome them to our existing team of dedicated Volunteers.

The last five years, from 2009 to 2013, has been a period which has involved many rigorous discussions about the Collection's essential purpose, strategies and objectives. A review of our achievements in recent years and an assessment of the opportunities, ambitions and potential for the future was undertaken by the Trustees, support groups and staff along with external cultural stakeholders. From all of these conversations, we hope that The Johnston Collection is guided by a view that museums must be part of current debates in communities, open to new ideas as much as they are the repositories of important collections and memories.

These discussions have included the proposed redevelopment of the Trust's buildings to be a united ensemble. The architectural renderings' physical repurposing have been developed and refined. While the first stage planning application to the City of Melbourne was submitted in August 2010, we were required to present our case at a moderated session at VCAT in November 2012. The outcome of this hearing, based not only on a sensible approach to what was proposed, but also a significant voicing of support from the community for what we have done and what we propose to do, was more positive than we anticipated.

Through this thinking and planning, the period ahead will be a time in which the Trust will be considering the ongoing sustainability of the Collection. Our financial position requires realignment and we are developing a very clear

sense of purpose and ambition. Nevertheless, The Johnston Collection is fundamentally very strong. We have an excellent Board of Trustees and committed and highly professional staff and volunteers.

Our reputation as a specialist house-museum is growing. We are recognised as leaders in the delivery of museum-based education and learning. Thanks to successful programming and marketing, our public profile has never been higher.

There is no question that The Johnston Collection has grown in stature as a result of the Trustees strategic planning to build audiences and raise standards. Not only has The Johnston Collection benefited directly, but we have been able to spread that benefit to other museums and partner organisations in Victoria, and develop services to attract and retain new audiences.

Let me join with the Chairman of the Trust in thanking the very many people who have enabled the Collection to achieve so much during 2012–2013. We look forward to working with everyone over the coming year to advance our purpose and vital contribution to the Victorian community.

Louis Le Vaillant, Director | Curator



Fairball: The Kitchen (as arranged by Romance Was Born for THE BRIDE, THE SHIP & THE WARDROBE | Romance Was Born meets William Johnston from the 'House of Ideas' series, July 2012 – October 2012)

Photographer: Ben Cordia | Ben Cordia Photography

From The Ambassadors

This year, the Ambassadors have worked at promoting The Johnston Collection to various specialists who may have a particular interest in its programmes: With the generous support of Mr Roger Brookes, the Sydney-based Australian Silver Society has established a bi-monthly programme of Silver Talks which are being hosted at The Johnston Collection.



Mr Bill Davis has kindly hosted visits of The Friends of The Johnston Collection and the Volunteer Guides to view his collection of Georgian glass.

The Ambassadors have also worked to encourage bequests and donations to The Johnston Collection as well as helping to facilitate loans for The Johnston Collection exhibitions. This year, the Ambassadors assisted with the loan of items for the two exhibitions in The Johnston Collection Gallery, *Commanding Splendour* (2012) and *Women Making History* (2013). It is hoped that members of the Australian Silver Society will be willing to lend items for future exhibitions.

Throughout the year, the Ambassadors have also worked to strengthen links with other institutions. Andrew Dixon has established links with many house museums in and around Melbourne with a view to creating opportunities for cross-promotion. The Ambassadors have also looked at ways to link with other house museums through social media platforms.

Peter Walsh, Trustee Representative

From The Friends of The Johnston Collection

It was a great honour to return to the role of President of the Committee of The Friends of The Johnston Collection in 2012.



This year has been full of variety and enjoyment for The Friends, building on the great success of former President, Robert Thomson and his team.

The AGM was held in August at The Menzies Foundation in East Melbourne, with Lesley Kehoe of Lesley Kehoe Galleries (specialists in Japanese Art) as the guest speaker.

The first event for the year, held in September, was a Morning Tea visit at the home of Fleur Gibbs, followed by a private preview of Sotheby's in October. *A Day in the Country* was held in late October and we visited Rupertswood Mansion and Bolinda Vale, home of the Clarke family.

The much anticipated and well attended Christmas Party of 2012 was held at the Toorak home of Friend member Suzy Rowland and her husband Peter.

The first event for the new Committee in 2013 took place in February at The Johnston Collection.

Amanda Catanach gave a talk on diamonds and pearls focusing on the Edwardian era and *La Belle Epoque*.

In March, the Anglican Archbishop of Melbourne, The Most Reverend Dr Philip Freier, and the Dean, The Reverend Dr Andreas Loewe, welcomed us to St Paul's Cathedral for a guided tour and morning tea. A visit was made to The Grainger Museum at the University of Melbourne in May. Finally, in June, a delightful *A Winter Christmas* evening was held at the home of Volunteer Guide Lisa Arrowsmith.

Since its inception, an important role of The Friends of The Johnston Collection has been to financially support the Collection. This year, we are pleased to have been able to provide funds of more than \$12,500 to the Collection. These funds have supported conservation projects, *Fairhall* publication production costs, the development of the *Barb & Alexandra Brownlow* house-museum tour and five of our lectures. The Friends funds have also enabled the purchase of annual subscriptions to four international decorative arts magazines for TJC's Reference Library.

I would like to thank outgoing Committee members Sharon Groher, Jane Morris, Louise Box and Liz Cromwell for their hard work to The Friends over many years. Their loyalty and commitment to The Friends has been invaluable and greatly appreciated.

I would also like to thank outgoing President, Robert Thomson for his outstanding contribution to the Committee of The Friends of The Johnston Collection over the last seven years. Robert joined the Committee in 2006 and served five years as President before standing down this year. His dedication and tireless work for The Friends has been greatly appreciated. Robert will be sorely missed.

Sue Logie-Smith
President, The Friends of The Johnston Collection

From The Volunteer Guides & Volunteers

The Johnston Collection volunteers had another interesting, productive and sociable year in 2012-2013.

The volunteer guides again enjoyed the experience of meeting the wide range of visitors who take tours of either *Fairhall* or the Gallery. During this year, we had the added pleasure of mentoring a new group of guides as they mastered the art of interpreting *Fairhall*, its contents, Mr Johnston's story and the vision of each guest curator into a coherent presentation with which to delight and gently educate our visitors.

The new intake of Volunteer Guides were trained over a 10 week period with an intensive and somewhat rigorous training course developed by Robyn Ives. The inductees were taught by many experts, including Sylvia Sagona and Bill Davis

Once graduated from the course, the new Volunteer Guides greatly assisted the existing guides in carrying out the busy Christmas tours. The new guides come from all walks of life, some guiding in other fields and all contribute to the rich experience and knowledge of our Volunteers.

The Volunteer Guides are the public face of The Johnston Collection since every visitor meets at least one of them. However, there are many other voluntary tasks undertaken behind the scenes. Keeping *Fairhall* dust free and sparkling, assisting in various ways with collection management and programme development, helping to operate the Christmas Emporium, being part of the team which rearranges *Fairhall* three times a year, working on the programme to reorganise the library, undertaking secretarial and clerical tasks, and researching, writing for and editing the journal *Fairhall* are some of the tasks essential to the smooth running of The Johnston Collection undertaken by Volunteers. This year saw a new

intake of Volunteers inducted into TJC fold, providing assistance in administration, the library, and in curatorial projects.

The collegiate nature of The Johnston Collection, with Staff and Volunteers working closely together, is a great joy to all the Volunteers. We have all enjoyed our varied contributions and this is enhanced by the different occasions during the year when we have been able to come together as one group to learn, to contribute to planning future directions and to simply socialise and celebrate the organisation we all care about. There were three training days for Volunteer Guides and a Guides and Volunteers 'day in' with a lecture and opportunity to exchange ideas on operations and future directions. We also spent a day visiting Barwon Park at Winchelsea and the Geelong Art Gallery to celebrate not only Mr Johnston's birthday, but also our friendship and our mutual endeavour. We also enjoyed a very informative tour of The Grainger Museum at The University of Melbourne.

The Volunteers attended a lovely Christmas party in December 2012 at The Australian Tapestry Workshop where a number of Volunteer Guides received certificates for achieving five years of service.

In conclusion, 2012-2013 has been a year of learning, shared endeavour and fun for all The Johnston Collection Volunteers. I believe our visitors have benefitted enormously from the work of such a committed, enthusiastic and happy band of workers.

Representatives Report
Lisa Arrowsmith & Dorothy Morgan

What we do



MISSION

The Johnston Collection (TJC) is a house-museum of fine and decorative arts in East Melbourne. Bequeathed as a gift to the people of Victoria by William Robert Johnston (1911-1986), a prominent 20th century collector and antique dealer, the Collection is displayed in a constantly changing domestic setting without ropes or barriers in Johnston's former residence, *Fairhall*.

The Johnston Collection sees its role as a museum is to provide access, understanding and enjoyment of the fine and decorative arts through the Collection.

Through a range of programmes, TJC aims to encourage visitors to the house-museum to view and consider the objects in the Collection, the Collection as a whole, and ideas around collecting, in new and challenging ways. By presenting evocative, and sometimes provocative, reinterpretations of William Johnston's collection, TJC aims to challenge visitors' assumptions about the fine and decorative arts.

GOALS & OBJECTIVES

THE JOHNSTON COLLECTION STRIVES TO:

preserve and display the Collection for the public, and to augment its holdings in fields established by William Robert Johnston (1911-1986), reflecting the interests that he embraced, and maintaining the domestic character of William Johnston's house, *Fairhall*.

provide access, understanding, and enjoyment of the Collection to the public through public programmes, special exhibitions, publications, education and research of the highest calibre.

offer a singular and memorable experience for the visiting public. We aim to provide an engaging view of life and art, especially relating to Johnston's collection from the English Georgian and Regency period.

serve as a hub for research and to stimulate scholarship in the history of fine and decorative arts, and the history of collecting works of fine and decorative arts especially from the English Georgian and Regency period.



Who we are in 2013:
The WR Johnston Trust

Patron & Trustees

The WR Johnston Trust was established in 1986 in accordance with William Johnston's Will. The Trustees' role is to oversee and manage The WR Johnston Trust as an independent not-for-profit museum for the Trust beneficiaries, the people of Victoria. Trustees meet regularly throughout the year, including an Annual General Meeting in November.



The role of the Patron of The WR Johnston Trust includes promoting The WR Johnston Trust and the Collection in the wider community.

PATRON

MR RODNEY DAVIDSON AO OBE LLB

Rodney Davidson is a solicitor and a company director by profession and a patron of Victoria's arts and heritage. Mr Davidson is Emeritus President and Emeritus Chairman of the National Trust and was appointed President of the La Trobe Society in 2003, which position he held until 2009. He is now its Patron. He was President of the Friends of the Baillieu Library from 1978 to

1996 and has been its Patron since 2002. He was Chairman of the W R Johnston Trust from 1995 to 2009 and became a Patron of The Johnston Collection in 2009. He was Chairman of the Australian Council of National Trusts for 10 years and is now its Patron.

Other board chairmanships and memberships have included the Australian Opera Foundation, Royal Exhibition Buildings Trust Melbourne, The Copland Trust, L'Oiseau-Lyre Paris, and the Historic Buildings Preservation Council. Rodney has published several works commemorating Victoria's and Australia's building heritage, including *Historic Homesteads of Australia* (1969), *A Book Collector's Notes* (1970) *Australia's Historic Buildings* (1977), *Historic Places of Australia, Vol. 1 and 2* (1979), and *Australian Historical Buildings* (1982).

above | Alexander Johnston, (London fl. 1733 – 1748?), *soup tureen*, makers mark Alexander Johnston, assayed London 1755 Sterling silver, The Johnston Collection (A1255-2005), purchased with funds from an anonymous donor

TRUSTEES

PETER WATTS AM | Chairman



Peter Watts trained as an architect and landscape architect but has spent most of his working life as a museum director. He is Emeritus Director of the Historic Houses Trust of NSW and serves on the boards of the Bundanon Trust and the Official Establishments Trust. He is also a member of a number of committees involved in the visual and performing arts as well as building and garden conservation. He is a past Chairman of the National Art School and the Australian Garden History Society and Deputy Chair of Belvoir Street Theatre. Peter has a particular interest in the development of arts infrastructure and ensuring arts institutions are well managed, forward looking and sustainable.

Apart from his work on board and committees, Peter consults on a wide variety of matters involving conservation and the arts and also mentors aspiring arts leaders.

TOM HAZELL AO | Deputy Chair



Tom Hazell has been involved with the management of people and property throughout his working life. In 1986 he was appointed Deputy Official Secretary to the Governor of Victoria, managing the Governor's office. Previously he worked

for nearly two decades as Protocol Officer at the University of Melbourne. Recently Tom Hazell has worked as supervisor on a number of restoration works of nationally classified buildings, both co-ordinating the restoration works and helping with fund raising to finance the work. This role has given him extensive stakeholder management experience with community groups, Government Departments and local authorities. Currently Tom Hazell is supervising the restoration work at the St Mary Star of the Sea Catholic Church in North Melbourne.

Tom Hazell is fluent in the language and culture of Italy and is a former president of the Dante Alighieri Society of Victoria.

DR GRAEME BLACKMAN OAM National Trust representative | Trustee



Dr Graeme Blackman is Chairman of The National Trust of Australia (Victoria) and a senior member of several other key boards, church and government groups. He was Chairman of Anglicare Victoria, the State's largest child and

family welfare organisation, for nine years and is a member of Archbishop in Council of the Anglican Diocese of Melbourne as well as Chairman of the Anglican Development Fund Committee.

Dr Blackman is Chancellor of the University of Divinity, Chairman of the National Stem Cell Foundation of Australia, a director of the Australian Youth Orchestra and a director of Benetas aged care group.

MR PETER WALSH | Trustee



Peter Walsh is a lawyer and Trustee of a number of Charitable Trusts and Foundations.

JOE GROHER | Honorary Treasurer



Joe Groher is the Financial Controller at the Environment Protection Authority Victoria, responsible for financial services and providing strategic financial advice to the Authority. In his role as Financial Controller, Joe Groher is also responsible

for the Project Management office looking after project management, procurement and contract management. Previously, he worked as Manager Financial Services at the City of Melbourne and the City of Greater Geelong and as the Management Accountant with Shell Australia, working both here and overseas. Joe Groher has extensive experience in governance, budgets and risk management, along with strategic planning and business process improvement.

The Ambassadors

The role of The Ambassadors is to promote The Johnston Collection to specialists who may have a particular interest in its programmes, and to encourage bequests and donations.



The Ambassadors also help to facilitate loans for TJC exhibitions and assist in making links with other institutions.

Currently they are a group of six appointed by The Trustees.

Ambassadors meet three times a year to discuss strategies to support The Johnston Collection. The Director of The Johnston Collection attends Ambassadors' meetings and reports back to the Trustees.

AMBASSADORS

Mr Peter Walsh

(Trustee representative)

**Mr Roger Arturi-Phillips &
Mrs Carmela Arturi-Phillips**

Mr John Brookes

Mr Clive H (Roger) Brookes

Mr William (Bill) Davis

Mr Andrew Dixon

Mrs Robyn Ives (honorary member)

above | Sir James Duke and Nephews, The Hill Top Pottery, Staffordshire (1860-63)
oval dish (from a twenty-one piece dessert service), England, circa 1860-63, porcelain, polychrome enamel decoration, gilt
The Johnston Collection (A0370-1989)

The Friends of The Johnston Collection

The Friends of The Johnston Collection first met in May 1999 and the inaugural Annual General Meeting was held in August of that year. The group quickly became an integral and important part of The Johnston Collection.



The Friends of The Johnston Collection has a current membership of more than 250, including 76 new members who joined this year. The Friends is managed by a Working Committee of six elected from the membership body.

The role of The Friends of The Johnston Collection is to support the development of the Collection through events and to make better known the work of The Johnston Collection, along with raising funds.

Since their inception, The Friends have raised significant funds (over \$20,000) for the acquisition of major items for the Collection and for acquisitions for the Reference Library.

They have also contributed significant funds (over \$10,000) towards restoration projects of Collection items, along with museum equipment such as a digital camera and data-loggers.

This year, The Friends of The Johnston Collection provided funds of more than \$12,500 to support The Johnston Collection.

THE FRIENDS OF THE JOHNSTON COLLECTION COMMITTEE

Sue Logie-Smith (President)

Robert Thomson (outgoing President)

Wendy Babiolakis

Mary Bourne

Sheila Butler

Jenny Carty

Patricia McKendrick (retired 2013)

Tony Preston

THE FRIENDS OF THE JOHNSTON COLLECTION EVENTS

The Friends of The Johnston Collection Committee organises special outings and events for members throughout the year. In 2012–2013 The Friends of The Johnston Collection enjoyed the following activities:



ANNUAL GENERAL MEETING

23 August 2012

Held at the Menzies Foundation in East Melbourne



VISIT TO A PRIVATE COLLECTION

6 September 2012

This visit was to see a private collection in an exclusive high-rise apartment building in St Kilda Road.



PRIVATE PREVIEW AT SOTHEBY'S FINE AND DECORATIVE ARTS AUCTION

25 October 2012



A DAY IN THE COUNTRY 2012

27 October 2012

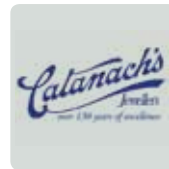
Friends toured *Rupertswood*, former home of the Clarke family and then later visited *Bolinda Vale*, the current home of the Clarke family where Lady Susannah Clarke welcomed Friends and guests.



ANNUAL CHRISTMAS PARTY

December 2012

Hosted by Suzy and Peter Rowland at their Toorak home.



DIAMONDS & PEARLS

February 2013

A visit to Catanach's Gallery in Armadale where Amanda Catanach presented a talk on diamonds and pearls.



ST PAUL'S CATHEDRAL

March 2013

Tour of St Paul's Cathedral with the Dean of Melbourne, the Revd Dr Andreas Loewe and Anglican Archbishop of Melbourne, Dr Philip Freier.



NEW MEMBERS EVENING

March 2013

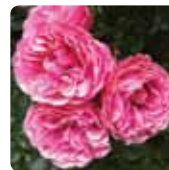
The Friends Committee welcomed new members at an evening function at The Johnston Collection.



VISIT TO THE GRAINGER MUSEUM

May 2013

Friends toured the recently refurbished Grainger Museum to see the collection of renowned Australian-American composer and pianist, Percy Grainger.



CHRISTMAS IN JUNE

June 2013

A *Winter Christmas* evening was held at the home of TJC Volunteer Guide, Lisa Arrowsmith.

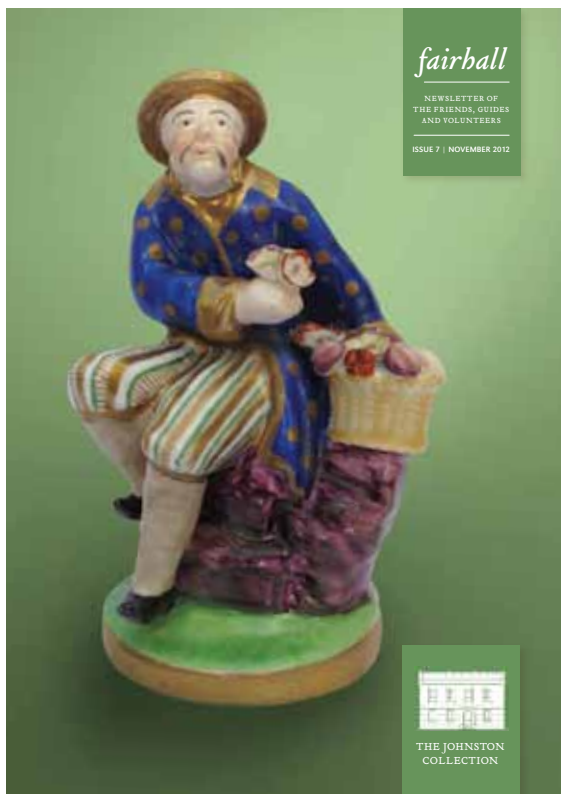
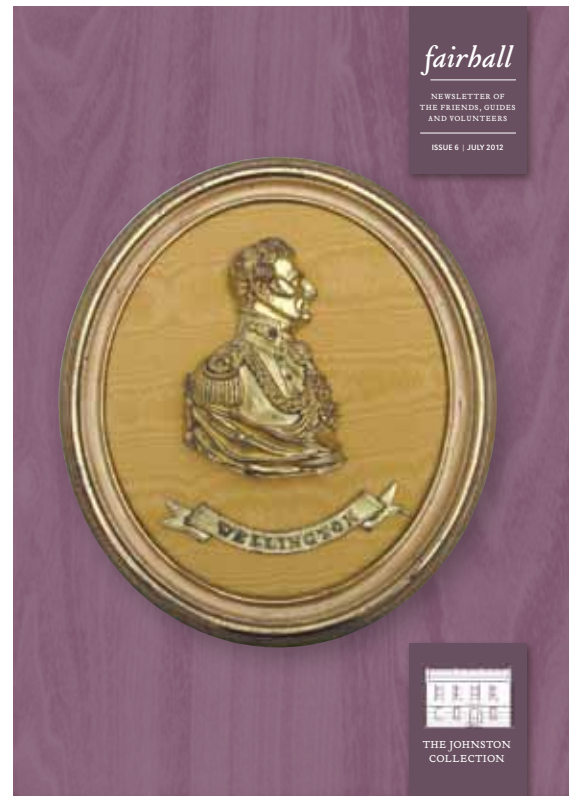
FAIRHALL NEWSLETTER

The newsletter of The Friends of The Johnston Collection, the Volunteer Guides and Volunteers, *Fairhall*, is printed and distributed three times each year. The editor of *Fairhall* Newsletter is a Volunteer Guide.

This newsletter keeps TJC's support groups up-to-date with TJC news and events, as well as providing informative articles on subjects relating to the fine and decorative arts and history. Articles are researched and written both internally and by outside sources.

This year saw the publication of *Fairhall* Issue 6 (July 2012), Issue 7 (November 2012) and Issue 8 (March 2013).

Circulation for *Fairhall* this year was more than 300 per issue.



Volunteer Guides & Volunteers

The Johnston Collection is very fortunate to have the support of a talented and very dedicated team of Volunteers who play a vital role in the life of The Johnston Collection.



Our volunteers are pivotal in the running of the programme of events at *Fairhall* house-museum and the Gallery, as well as in the Shop and Reference Library. Volunteers also assist The Johnston Collection Staff in curatorial, administration and publication editorial roles throughout the year.

In 2012/2013 The Johnston Collection engaged 45 volunteers. Thirty-one of these volunteers worked as Volunteer Guides rostered on every weekday and on the second Saturday and third Thursday of each month, taking visitors on guided tours through *Fairhall* house-museum and on 'Walk & Talk' tours of exhibitions in the Gallery. Another 14 volunteers worked in curatorial, administrative and editorial roles.

This year Volunteer Guides and Volunteers donated 8,280 hours to The Johnston Collection.

VOLUNTEER GUIDES

The Volunteer Guides were established in mid-1999 following a discussion with ADFAS, Melbourne (The Australian Decorative and Fine Arts Society), to invite members of that group to become volunteer guides to take visitors through and interpret *Fairhall* and the Collection. Following this, a formal intake and training programme for The Johnston Collection Volunteer Guides was initiated in mid-1999. Since then, all Volunteer Guides are either full members or associated members of ADFAS.

After the opening of The Johnston Collection Gallery in May 2007, Volunteer Guides were also trained to take visitors on 'walk and talks' of the exhibitions in the Gallery.

Before being considered for selection into the Volunteer Guide training programme, potential candidates are sent a questionnaire and take part in an interview

If selected, new Volunteer Guides undergo a comprehensive 10-week training programme with internal and external tutors used to teach the course. Self-directed research projects are also incorporated into the schedule, followed by further on-the-floor-training mentoring before the commencement of any house-museum tours.

New Volunteer Guides are then provided with an experienced guide or mentor for the first couple of months. The experienced guide and trainee guide then 'co-guide' tours to complete their training. Once the training period is completed, Trainee Guides become fully-fledged guides, taking tours unaccompanied.

For each rearrangement of *Fairhall*, all Volunteer Guides are required to train for the new tour, working with the guest curator or, in the case of the Christmas tour, with the contributors. This prepares Volunteer Guides to deliver a fresh presentation for each new tour .

Volunteer Guides impart their extensive knowledge and passion for the fine and decorative arts to visitors, along with their specialist knowledge of the items in The Johnston Collection. They bring William Johnston and his Collection to life and, at the same time, assist visitors to view and appreciate the fine and decorative arts in new and interesting ways.

In September 2012, The Johnston Collection interviewed and selected a new intake of Volunteer Guides who undertook an extensive training period

over 10 weeks. They were then mentored by existing guides for a period of time before taking tours on their own. After completing 100 hours of guiding, they were qualified to graduate as Volunteer Guides.

VOLUNTEERS

Volunteers with a wide variety of skills and experience also assist at The Johnston Collection and play a vital role in the day-to-day running of the organisation. They are deployed in a range of roles including Collection Management such as cataloguing, registration and inventory control; administration tasks including maintaining our subscriber database, assisting with mail-outs and general office duties; Reference Library roles including cataloguing and inventory control; Shop roles, including assisting in the selection and purchase of items for the shop, pricing, displaying goods and customer service.

VOLUNTEER EVENTS

Volunteers are the lifeblood of The Johnston Collection. We endeavour to make their volunteering experience as enjoyable as possible so they continue to be motivated to volunteer here. Throughout the year, a number of events are organised for Volunteers and Volunteer Guides as a way of recognising the invaluable commitment and support they give to The Johnston Collection. The following events were organised for volunteers and guides in 2012 | 2013:

VOLUNTEERS END OF YEAR FUNCTION

In November each year, the substantial support of all Volunteer Guides and Volunteers including the Trustees, Ambassadors, The Friends Committee, Volunteer Guides and Volunteers and supporters is acknowledged at an end of year function.

The 2012 *Volunteers End of Year Function* was held at the Australian Tapestry Workshop in South Melbourne on 15 November. Antonia Syme, Director of the Australian Tapestry Workshop, gave a brief presentation on the history and work of the organisation before showing guests around the Workshop to look at the tapestries currently being completed. Chairman of The WR Johnston Trust, Mr Peter Watts AM, then presented awards

to Lisa Arrowsmith, Anne Bell, Christine Bell, Ellen Dickison, Diana English, Pamela Gates and Christine Newcombe, in recognition of their five years of service to The Johnston Collection as Volunteer Guides.

VOLUNTEERS DAY OUT

Each year, The Johnston Collection celebrates the birthday of William Johnston (6 June) with a *Volunteers Day Out*. Volunteers Day Out consists of a visit to places of historical and cultural interest. This excursion is also part of The Johnston Collection's objective to provide volunteers at the Collection with ongoing educational enrichment programmes. At the same time, the Volunteers Day Out also acknowledges the significant support given to The Johnston Collection by all its volunteers throughout the year, including the Trustees, Ambassadors and The Friends Committee.

On 5 June 2013, 33 volunteers and staff members travelled by bus to the Geelong region, visiting the National Trust property Barwon Park, followed by lunch at the Gordon Davidson Restaurant (part of the Gordon TAFE Institute) in Geelong and the Geelong Art Gallery.

This event was generously supported with funds provided by The Marjorie Kingston Trust.

VOLUNTEER GUIDE TRAINING DAYS

Guide Training Days are held on the Friday before the opening of each new tour. On Volunteer Guide Training Days, Volunteer Guides are briefed on the new tour, are given Guide Training Notes prepared by the Director and Assistant Curator, and then taken through *Fairhall* with either the Curator, Guest Curator or, in the case of the Christmas tour, with the contributors of the works to the show.



Training Days enable our Volunteer Guides to learn about and then practise their presentations for each new tour. Training Days also provide Guides with an opportunity to share knowledge about the tour and the Collection with other guides.

In 2012|2013 Volunteer Guide Training Days were held for the following tours:

The Bride, The Ship & The Wardrobe: Romance Was Born Meets William Johnston on 29 June 2012

REJOICE! The 10th Anniversary Christmas at The Johnston Collection on 2 November 2012; and

Barb Brownlow & Alexandra Brownlow Rearrange Mr Johnston's Collection on 8 March 2013.

VOLUNTEER INFORMATION SHARING DAYS

Twice a year, an Information Sharing Day for all volunteers is held at The Johnston Collection. Attendees include the Trustees, Ambassadors, The Friends Committee, Volunteer Guides, Volunteers and staff.

The aim of Information Sharing Days is to facilitate the discussion of ideas and information relating to the work of all the volunteers at The Johnston Collection. Attendees are encouraged to make suggestions or raise any concerns they may have about the programmes or the day-to-day running of the organisation.

Attendees are also briefed by the Director on forthcoming programmes and events at The Johnston Collection, as well as any developments or operational changes that may affect their work as volunteers.

Volunteer Information Sharing Days were held on 4 September 2012 and 21 March 2013.



VOLUNTEERS

VOLUNTEER GUIDES

Elizabeth Anderson
Lisa Arrowsmith
Deirdre Basham
Dani Balmford
Anne Bell
Ellen Dickison
Diana English
Sue Flanagan
Pamela Gates
Anne Glynn
Sandy Gumley
Jan Heale
Walter Heale
Yvonne Hildebrand
Anne Hodges
Robyn Ives
Karina James
Wendy Lee
Linda McFadgen
Roisin Murphy
Christine Newcombe
Anna Paule
Helen Raftis
Anita Simon
Denise Way

TRAINEE GUIDES

Carol Anders
Marguerite Bell
Denise Farmery
Irianna Kannellopoulou
Suzanne Katz
Louise Kinder
Trish Nilsson
Rosemary Ramage
Julie Thompson

VOLUNTEERS

Gail Arkins
Library Assistant
Holly Barbaro
Curatorial Volunteer
Christine Bell
Curatorial Volunteer
Robbie Brooks
Retail Assistant
Andrea Campbell
Library Assistant
Maggie Cash
Housekeeper
Sharon Groher
Retail & Administration Assistant
Jenny Hamilton
Retail & Administration Assistant
Dorothy Morgan
Curatorial Volunteer
Anne Neri
Curatorial Volunteer
Wilma Oxley
General Assistant
Faye Rance
Retail Assistant
Helen Rawling
Library Assistant
Barbara Summerbell
Researcher

The Johnston Collection Staff

The Johnston Collection is supported by a small but dedicated team of staff.



Louis Le Vaillant
Director | Curator

Angela Hesson
Assistant Curator (resigned July 2013)

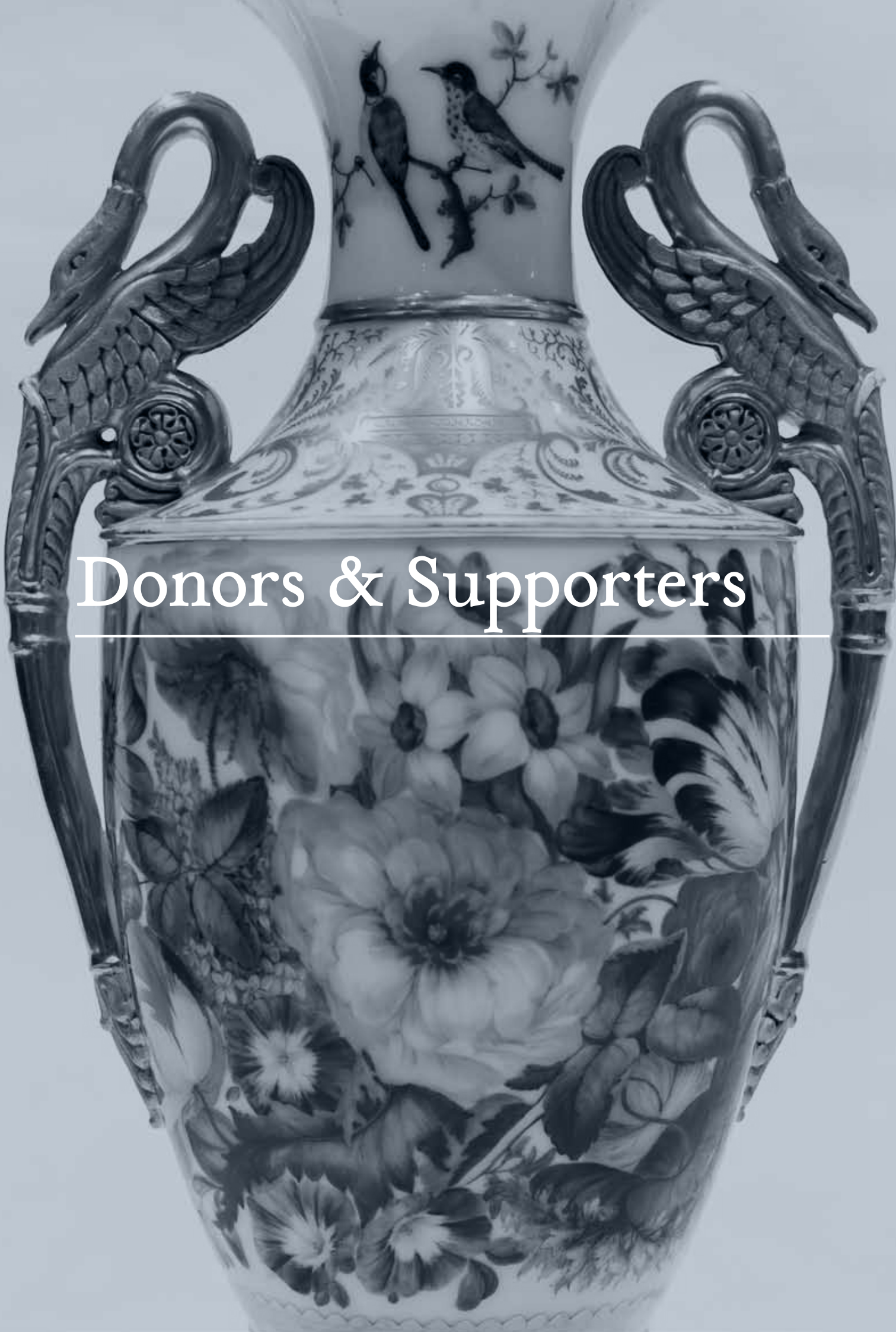
Fil Natarelli
Manager Marketing & Administration

Felicity Cook
Marketing & Administration

Sue Chapman
Visitor Services, Retail

Robert Craig
Visitor Services

above | *Fairball: The Hallway* (as arranged by Barb Brownlow & Alexandra Brownlow for
The annual William Johnston and his collection house-museum tour, March 2013 –19 June 2013)
Photographer: Earl Carter | Earl Carter Photographer



Donors & Supporters

Donors & Supporters

DONORS

The Johnston Collection is proud to acknowledge the generous support and encouragement it receives through annual giving. Continued support from individuals is essential to develop our creative excellence and the ongoing programmes of the Collection. The following have given over \$20:

Anonymous (30)

Roger & Carmela Arturi-Phillips

David Bourne

Louise Box

Roger Brookes

Bronwen Cavallo

John & Loreen Chambers

Andrew Churchyard

Bernadette Dennis

Carol des Cognets

Alan Harding

Helen Hunwick

Irene Kearsey

Zara Kimpton

Vivien Knowles

Julie Nicholson & Bernard Crosbie

Posie O'Collins

Lady Potter AC

Anne Preston-Flint

Geoff Richards

Prue Roberts

Emily Sreco

The Majorie Kingston Charitable Trust

Robert Thomson & Hugh Ratten

BEQUESTS

The Johnston Collection acknowledges with great appreciation ongoing bequests from the following benefactors. These bequests will be invaluable in the achievement of the Collection's objectives:

**Nina Stanton bequest
(to acquire 18th century porcelain)**

Alwynne Jona OAM bequest

Merell Browne MDIA

CULTURAL LOANS

The Johnston Collection would like to acknowledge the many private and public lenders for their support of TJC exhibitions and house-museum tours.

We are particularly grateful to the ongoing support of The University of Melbourne Baillieu Library Special Collections and the National Trust of Australia (Victoria) for their support of the *Commanding Splendour* and *Women Making History* exhibitions.

SPONSORS & SUPPORTING PARTNERS

Brownlow Interior Design

Mei + Picchi

RMIT School of Fashion & Textiles

The National Trust of Australia (Victoria)

The University of Melbourne

THE FRIENDS OF THE JOHNSTON COLLECTION SUPPORT

CONSERVATION



Contributed funds towards the installation of a new picture hanging system for the Kent Room and *Fairhall* (in the Green Drawing Room, the Entrance Hall and Upper Landing).

PUBLICATIONS



Contributed funds towards the production and distribution of the *Fairhall* publication. Three issues are published every year.

PROGRAMMES



Contributed funds towards the development of *Fairhall* house-museum tour *Barb Brownlow & Alexandra Brownlow Rearrange Mr Johnston's Collection*.

LECTURES

Contributed funds towards costs for bringing the following interstate lecturers:



WOMEN, FASHION & HIGH HAIR: FROM THE 18TH CENTURY TO AMY WINEHOUSE

Gillian Russell | 20 March 2013



WOMEN OF SILVER: BRITISH & IRISH WOMEN SILVERSMITHS OF 18TH & 19TH CENTURIES

Anne Harbers | 3 April 2013



THOROUGH BASS & HUMAN NATURE: A MUSICAL TOUR THROUGH *PRIDE & PREJUDICE*

Gillian Dooley | 13 April 2013



QUEENS, FAVOURITES & PRINCESSES AT THE FRENCH COURT

Jennifer Milam | 1 May 2013



BOOKS, BRAS & BRIDGET JONES: READING ADAPTATIONS OF *PRIDE & PREJUDICE*

Olivia Murphy | 16 May 2013

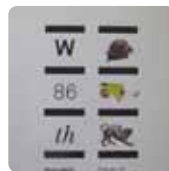
REFERENCE LIBRARY

Contributed funds towards subscriptions for:



SELVEDGE MAGAZINE

The fabric of your life: textiles in fashion, fine art, interiors, travel and shopping



WEST 86TH formerly known as *Studies In The Decorative Arts*

A Journal of Decorative Arts, Design, History, and Material Culture



APOLLO MAGAZINE

The International Art Magazine



V&A MAGAZINE

The official magazine of the Victoria and Albert Museum, London



Collection

Programme Overview



Fairhall house-museum tours

It was William Johnston's wish that *Fairhall* be regularly rearranged. Since it was first opened to the public in 1990, a series of creative individuals with a background in architecture, design, art, interiors, fashion and antiques, have been invited to rearrange (or guest curate) The Johnston Collection. From this, three distinct annual house tour series have emerged.



WILLIAM JOHNSTON & HIS COLLECTION

MARCH – JUNE

In the *Mr Johnston and his Collection* tour, individuals from the wider community are invited to rearrange *Fairhall* using only the items in the Collection. Recent guest curators have included those with a background in design, interiors and

antiques. This tour provides an opportunity for talented individuals with a strong and distinctive aesthetic, along with an expertise in and knowledge of antiques, collecting and interior design, to share their response and interpretation of William Johnston's Collection with visitors.

In 2012|2013, interior designers, Barb Brownlow and Alexandra Brownlow, created *Barb Brownlow & Alexandra Brownlow Rearrange Mr Johnston's Collection* for this annual series.

left | *Fairhall: The Green Room* (as curated by Pascale Gomes McNabb for 'AFTER THE MEAL: a taste for excess', for the annual *House of Ideas* series, March 2012 –June 2012) Photographer: Ben Cordia | Ben Cordia Photography

above right | *Fairhall: The Upper Landing* (as arranged by Barb Brownlow & Alexandra Brownlow for *The annual William Johnston and his collection house-museum tour*, March 2013 –19 June 2013) Photographer: Earl Carter | Earl Carter Photographer



HOUSE OF IDEAS

JULY – OCTOBER

In the *House of Ideas* project series, guest curators share with visitors a variety of responses to and interpretations of The Johnston Collection. The *House of Ideas* series selects creative individuals from the broader arts community, inviting them to use *Fairhall* as an installation site to recreate and reinterpret The Johnston Collection - to 'make old new' again.

In the *House of Ideas* series, guest curators, who recently have included those with a background in art, fashion design and architecture, such as Akira Isogawa and Pascale Gomes-McNabb, will often incorporate additional pieces, such as their own works and loan items, using *Fairhall* as a conceptual space.

The *House of Ideas* tour offers a less conventional interpretation of the Collection, and aims to generate a new and more diverse audience.

In 2012, fashion house Romance Was Born guest curated the *House of Ideas* series *The Bride, The Ship & The Wardrobe: Romance Was Born Meets William Johnston*.

CHRISTMAS AT THE JOHNSTON COLLECTION

NOVEMBER – FEBRUARY

Each year, the Christmas at The Johnston Collection house-museum tour engages artists and craftspeople from different regional areas of Victoria to create works inspired by The Johnston Collection. Through this series of tours, The Johnston Collection works with the guilds, craft societies and communities of artists across Victoria. By engaging these makers with the museum, The Johnston Collection supports a continuation of the traditions of crafting and artistry in rural Victoria. At the same time, in creating works for the Christmas tour, makers are encouraged to use their craft in new and challenging ways. As a result, The Johnston Collection has helped to re-invigorate the guilds, societies and communities of participating artists across Victoria.

Hundreds of makers are involved in producing the work for this special tour each year. The artists work on their projects for up to 18 months before the show. From November to February, the works are displayed in *Fairhall* against the backdrop of William Johnston's collection.



Before the opening of the Christmas tour each year, The Johnston Collection's Volunteer Guides meet the contributors. This meeting between Guides and makers enables the Guides to tell our visitors the intimate stories regarding the making of the pieces and the people behind the work, which is an intrinsic part of the Christmas tour experience.

In 2012|2013, TJC celebrated the 10th anniversary of the Christmas tour with *REJOICE! The 10th Anniversary Christmas at The Johnston Collection 2012*. This tour featured selected works from previous Christmas tours at The Johnston Collection. Over 400 artists and craftspeople contributed to the work on display.

OTHER TOURS

SPECIAL 'MENU' TOURS

In addition to the three main house tours each year, special menu tours have been developed to focus on a particular area of the Collection. Special menu tours have included the *Over The Tea Cups* tour, focusing on the history of the ritual of taking tea and its accoutrements; *Unlocking The Collection* tour, which allows visitors to see the hidden aspects and interior details of items in The Johnston Collection; and *Staffordshire Stories*, which is being developed to focus on the significant collection of Staffordshire in the Collection and the stories behind the popular and historical subjects that the figures represent.

In 2012|2013, *Unlocking The Collection* tours were held each month from July to September 2012 and again each month from March to June 2013.

above | *Nativity Scene* (detail) made by members of The Embroiderers Guild, Victoria for *Christmas at The Johnston Collection 2003*, collection of The Johnston Collection

above left | *Fairhall: The White Room* (as curated by Pascale Gomes McNabb for 'AFTER THE MEAL: a taste for excess', for the annual *House of Ideas* series, March 2012 –June 2012)

Photographer: Ben Cordia | Ben Cordia Photography



Highlights 2012 | 2013
Programme of Events

Fairhall house-museum tours



HOUSE OF IDEAS PROJECT SERIES:

**THE BRIDE, THE SHIP &
THE WARDROBE: ROMANCE
WAS BORN MEETS WILLIAM
JOHNSTON WITH A SERIES
OF INSTALLATION WORKS
BY KATE ROHDE**

2 July- 24 October 2012

Romance Was Born, one of Australia's most internationally celebrated fashion houses, rearranged The Johnston Collection for the House of Ideas series from 2 July - 24 October 2012. For this project series, The Johnston Collection sought to broaden its audience and reach out to a younger demographic. Romance Was Born has a huge and dedicated following amongst young

people, particularly those interested in fashion, theatre, art and design. Their strong presence on social media, including more than 15,000 Facebook followers, corroborated that they would be ideal to engage in and reinterpret the Collection in a fresh and fantastical way to draw in a new audience.

Romance Was Born had established a well-developed history of working collaboratively with numerous artists, galleries as well as in theatre. Their garments had also been selected for inclusion into several significant exhibitions and collected by major galleries around Australia.

Luke Sales and Anna Plunkett, the duo behind Romance Was Born, wanted to curate a series of spaces within *Fairhall* to convey various stories. They began by creating themes for each room in the house based, in part, on the existing colours of the individual rooms. They then elaborated on and reinforced these with their careful selection and

above | *Fairhall: The White Room* (as arranged by Romance Was Born for *THE BRIDE, THE SHIP & THE WARDROBE* | *Romance Was Born meets William Johnston* from the 'House of Ideas' series, July 2012 - October 2012) Photographer: Ben Cordia | Ben Cordia Photography



rearrangement of pieces from the Collection. Into each of these imaginatively designed spaces they introduced examples of their garments. Some were displayed on mannequins and posed, while others were cast across furniture, as if abandoned by an imaginary wearer.

A series of installations by Melbourne-based artist Kate Rohde, who Romance Was Born had collaborated with previously, was also featured in *The Bride, The Ship & The Wardrobe | Romance Was Born meets William Johnston*. This added to the colour and spectacle of Sales and Plunkett's rearrangement of the Collection.

The Johnston Collection's vision for this tour was to engage with a broader and, in particular, a younger audience. Although not strictly surveyed, visitors on this tour were noticeably younger than those attending previous house-museum tours. (Interestingly, at least one young visitor said that she had brought along her parents to see *The Bride, The Ship & The Wardrobe!* – an indicative and revealing reversal of the usual way of encouraging visits to the Collection). Along with the traditional print media, The Johnston Collection widely utilised social media to promote the tour, both before and during its duration, with the aim of connecting to younger users of social media. The Johnston Collection established its own

Facebook page around this time and was able to link with other pages and fashion bloggers to successfully publicise the tour.

An unexpected but exceptional outcome following the conclusion of *The Bride, The Ship & The Wardrobe* tour, was that Romance Was Born were equally inspired to create a new collection based on The Johnston Collection itself. Titled *Little Lord Fauntleroy*, the duo produced a range of garments with patterns and designs based on the Staffordshire pottery and porcelain pieces from The Johnston Collection. This Spring/Summer 2013 fashion collection has now been sold all over the world.

In December 2012, well-known US rapper, Nicki Minaj, stepped out in a quilted ruffle dress from the S/S 2013 *Little Lord Fauntleroy* collection at her Sydney Perfume launch. Minaj was photographed wearing the one-off 18th century French-inspired whimsical ensemble that featured hybridised intricate patterns and motifs taken from the delicate floral and figurative pottery and porcelain from the Collection. The event and Collection-inspired garment went viral (see above).

This tour was generously supported by The Friends of The Johnston Collection and mei + picchi, Melbourne

above left | Romance Was Born, Sydney fashion house est. 2005, Anna Plunkett (designer), Luke Sales (designer), garment (black tuck pant and red crossover bodysuit) from *Nightmare On Wall Street*, Autumn | Winter 2010 as included in *THE BRIDE, THE SHIP & THE WARDROBE | Romance Was Born meets William Johnston* from the 'House of Ideas' series, July 2012 – October 2012

above right | Nicki Minaj wearing quilted ruffle dress from *Little Lord Fauntleroy*, Romance Was Born, 2013



CHRISTMAS AT THE JOHNSTON COLLECTION SERIES:

REJOICE! THE 10TH ANNIVERSARY CHRISTMAS AT THE JOHNSTON COLLECTION 2012

8 November 2012 – 27 February 2013

In *REJOICE! The 10th Anniversary Christmas at The Johnston Collection 2012*, we celebrated the 10th anniversary of the Christmas series with a survey tour showing selected works from the past five Christmas tours.

Since 2006, crafts groups from different Victorian regions have transformed *Fairhall* each Christmas.

The brief is always the same – that each decoration should be inspired by the line, form, colour or decoration of objects in The Johnston Collection, the story of William Johnston and Christmas itself, in the domestic setting of *Fairhall*.

For *REJOICE! The 10th Anniversary Christmas at The Johnston Collection 2012*, groups and individuals from Castlemaine (2007-2008), Bendigo (2008-2009), Geelong and the Bellarine Peninsula (2009-2010), Warrnambool / Western District (2010-2011) and Wangaratta / North East (2011-2012) were invited to return selected pieces from their tours.

The artists and craftspeople represented in *REJOICE!* included embroiderers, quilters, patchworkers, handweavers, CWAs, spinners, glassblowers, porcelain painters, and a host of individual artists and craftspeople using a variety of media.

As *REJOICE! The 10th Anniversary Christmas at The Johnston Collection 2012* was a survey show, it enabled visitors to see the many creative responses to the Collection by contributors over the last five years.

Anecdotally, many of the visitors to the *REJOICE!* tour were makers themselves, who had come to the Christmas tour for creative inspiration.

Contributors from past Christmas tours also visited *REJOICE!*, reportedly interested to see how other makers had interpreted and responded to the brief for creating pieces for the Christmas tour. *REJOICE!* provided them with an opportunity to share ideas and craft techniques with other makers from around Victoria.

See Appendix 1 for full list of contributors.

“We visited to see the house celebrating the 10th Anniversary Christmas ... If you are a craft or needlework person you will just love this... Well worth the visit”.

**ROSIE VICTORIA, 1 JANUARY
2013, TRIP ADVISOR**

WILLIAM JOHNSTON AND HIS COLLECTION SERIES:

BARB BROWNLOW & ALEXANDRA BROWNLOW REARRANGE MR JOHNSTON'S COLLECTION

12 March – 19 June 2013

Two of Melbourne's most talented and well-regarded interior designers, Barb Brownlow and Alexandra Brownlow, explored the idea of 21st century living designed around historic objects in *Barb Brownlow & Alexandra Brownlow Rearrange Mr Johnston's Collection*.

In their conceptualisation of *Fairhall* and the Collection, Barb and Alexandra considered William Johnston as if he were a client living today, transforming *Fairhall* into a contemporary gentleman's residence.

Drawing upon what they had learned about William Johnston's history, work, interests, tastes and friends, the Brownlows created a design for *Fairhall* that they felt would have suited Johnston's public and private lives.

The Brownlows conceived some rooms as places where Johnston might have brought clients, decorating these rooms with many of Johnston's finest pieces to create a sense of understated luxury and refinement. The Brownlows dressed other rooms more extravagantly, conceiving these rooms as places where Johnston may have brought closer friends who would appreciate the more flamboyant decoration. Other rooms were set up as private places, where Johnston may have retreated from public life into a more reflective space.

The Brownlows' careful thought and planning into the style and purpose of each room, with particular emphasis on its functionality, resulted in the transformation of *Fairhall* into an elegant and comfortable interior reflecting 21st century living.

**This tour was generously supported by
The Friends of The Johnston Collection**

above | *Fairhall*: The Yellow Room (as arranged by Barb Brownlow & Alexandra Brownlow for *The annual William Johnston and his collection house-museum tour, March 2013 – 19 June 2013*)

Photographer: Earl Carter | Earl Carter Photographer



“What a privilege to stroll into those magnificent rooms and to see some of this precious collection today. Still in awe...”

JANE CATANIA, 27 MARCH 2013, FACEBOOK

SPECIAL 'MENU' TOURS

UNLOCKING THE COLLECTION

The popular *Unlocking The Collection* series of house-museum tours were programmed for one day each month from July to October 2012 and again from March to June 2013. This tour enabled visitors to see aspects of items in the Collection that are hidden during other *Fairhall* tours.

Working in pairs, Volunteer Guides unlocked cupboards, pulled out secret drawers and lifted the lids and covers of objects, revealing the hidden and often intricate details of the interior of the pieces in the Collection.

Gallery

Commencing in May 2007, in the building adjoining the Administration wing and *Fairhall*, The Johnston Collection Gallery holds a regular programme of changing exhibitions, lectures, workshops, study days and special events.



EXHIBITIONS

Two exhibitions are held in the Gallery each year from March to June and July to October. Exhibitions are curated in-house or by guest curators. Recent past exhibitions include *Fluid Borders* (2010), *The Garden of Ideas* (2011) and *Pride & Ornament: The Folly of Vanity* (2012).

Exhibitions in the Gallery in 2012|2013 were *Commanding Splendour: The Duke of Wellington and the Empire Style* (July - October 2012) and *Women Making History: Writers, Thinkers, Makers, Icons 1700-1900* (March - June 2013), scheduled to coincide with the bicentenary of the publication of Jane Austen's *Pride and Prejudice*

Exhibitions



COMMANDING SPLENDOUR:

THE DUKE OF WELLINGTON AND THE EMPIRE STYLE

2 July – 26 October, 2012

This exhibition considered the objects created to commemorate the Duke of Wellington, and explored the theme of Empire style as it emerged in England in the early 19th century. The exhibition included items from The Johnston Collection along with significant works from both private and public collections. Loan items included rare books and manuscripts from the Special Collections at the University of Melbourne Library, many of which had seldom been on public display.

Commanding Splendour was a free exhibition that house-museum visitors and lecture attendees could choose to view after their tour or lecture.

The *Commanding Splendour Study Series* of lectures accompanied this exhibition.



WOMEN MAKING HISTORY:

WRITERS, THINKERS, MAKERS, ICONS 1700–1900

12 March – 19 June 2013

Inspired by the bicentenary of Jane Austen's *Pride and Prejudice*, this exhibition explored the role of women as writers, thinkers, makers, archetypes and artistic subjects from the 18th to the close of the 19th century. The exhibition included items from The Johnston Collection as well as from private and public collections.

The *Women Making History Study Series* of lectures accompanied this exhibition.

Lectures & Workshops



LECTURES & WORKSHOPS

Lectures and workshops are held regularly (usually twice-weekly) in the Gallery from March to October. Speakers hail from a wide variety of disciplines and address a broad spectrum of topics.

Workshops with experts providing practical advice and hands-on demonstrations on topics relating to the care and conservation of fine and decorative arts are also held in the Gallery throughout the year.

STUDY SERIES

In conjunction with our regular lecture series, The Johnston Collection also runs a number of Study Series from March to October. Presented by well-known art and cultural historians, the Study Series allows for the exploration of a topic to be further extended and developed. A Study Series will often accompany exhibitions in the Gallery, expanding on the themes explored in the display.

THE ANNUAL STUDY DAY

Each year since 2011, The Johnston Collection has held an annual Study Day, usually on the second Saturday of October. Study Days focus on a particular theme each year, and various speakers are engaged to present a series of lectures throughout the day. Past Study Days have included *The Garden of Ideas*, (Study Days 1 & 2) in 2011; and *The Delicate Art of Deception: Revealing Fakes and Forgeries* in 2012.



STUDY SERIES

COMMANDING SPLENDOUR

Study Series



LADY BUTLER'S 'WATERLOO' 4 July 2012

Ted Gott, Senior Curator of International Art, National Gallery of Victoria



NUMBER ONE, LONDON: A HOUSE FOR A HERO 11 July 2012

Linda Young, Senior lecturer and course director in Cultural Heritage & Museum Studies, Deakin University



AWE-INSPIRING OBJECTS: NAPOLEON & THE DECORATIVE ARTS 18 July 2012

Sylvia Sagona, internationally recognised specialist on 19th century French society



FROM ROSE OF MARTINIQUE TO THE EMPRESS JOSEPHINE: A VISUAL METAMORPHOSIS 1 August 2012

Sylvia Sagona, internationally recognised specialist on 19th century French society



NAPOLEON: THE MASTER OF SPIN 15 August 2012

Sylvia Sagona, internationally recognised specialist on 19th century French society



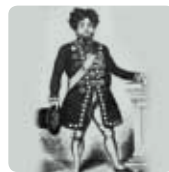
ORIENTALISM: NAPOLEON AND THE EGYPTIAN EXPEDITION 22 August 2012

Sylvia Sagona, internationally recognised specialist on 19th century French society



PERCIER AND FONTAINE AND JOSEPHINE'S MALMAISON COMMISSION 29 August 2012

Amanda Dunsmore, Curator, International Arts & Acquisitions, National Gallery of Victoria



BUTTONED UP: IT'S ONLY BUTTONS 12 September 2012

Sally Buttons, Past President of the Brighton Antique Collectors' Club



THE NUDE NAPOLEON: NEOCLASSISM AND THE MEMORY OF WAR 26 September 2012

Shane Carmody, Director Development, State Library of Victoria



RESPLENDENT IN THEIR DASHING UNIFORMS: MEN'S FASHIONS DURING THE NAPOLEONIC ERA & BEYOND 10 October 2012

Eugene Barilo von Reisberg, arts writer, curator and blogger

JANE AUSTEN AND THE REGENCY

Study Series



THE PERFECT HAPPINESS OF THE UNION: MARRIAGE IN JANE AUSTEN'S DAY

9 July 2012

Margaret Leonard & John Leonard, dramatic performers



JANE AUSTEN & THE REGENCY

2 August 2012

John Wiltshire, Professor, School of Humanities, La Trobe University



FANNY BURNEY & THE REGENCY | PART ONE

9 August 2012

John Wiltshire, Professor, School of Humanities, La Trobe University



FANNY BURNEY & THE REGENCY | PART TWO

16 August 2012

John Wiltshire, Professor, School of Humanities, La Trobe University



AN OFFICER AND A GENTLEMAN: WAR THROUGH THE EYES OF JANE AUSTEN

18 October 2012

Lise Rodgers, dramatic performer

CHARLES DICKENS

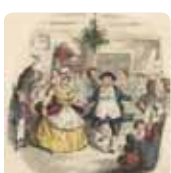
Study Series



DICKENS ON FILM: A CASE OF GREAT EXPECTATIONS

4 October 2012

Mark Nicholls, Senior lecturer in Cinema Studies, The University of Melbourne



THE MAN WHO INVENTED CHRISTMAS

25 October 2012

Grace Moore, Lecturer, School of Culture & Communications, The University of Melbourne

WOMEN MAKING HISTORY

Study Series



WOMEN, FASHION & HIGH HAIR: FROM THE 18TH CENTURY TO AMY WINEHOUSE

20 March 2013

Gillian Russell, ARC Professorial Fellow, School of Cultural Inquiry, Australian National University



MADAME DE POMPADOUR AND THE POLITICS OF PORCELAIN

26 March 2013

Sylvia Sagona, internationally recognised specialist on 19th century French society



'IN NO WAY DOES SHE RESEMBLE A WOMAN': QUEEN CHRISTINA OF SWEDEN AND HER RECEPTION IN 17TH CENTURY ROME

27 March 2013

Lisa Beaven, Lecturer, School of Humanities, La Trobe University.



WOMEN OF SILVER: BRITISH AND IRISH WOMEN SILVERSMITHS OF 18TH AND 19TH CENTURIES

Anne Harbers, co-author, *Jane Austen - Antipodean Views* (2001)

3 April 2013



OUT OF THE SHADOW OF THE GUILLOTINE

10 April 2013

Sylvia Sagona, internationally recognised specialist on 19th century French society



SIRENS ON THE SIDEBORD: 19TH CENTURY DECORATIVE ART AND THE CHANGING ROLE OF WOMEN

17 April 2013

Angela Hesson, Assistant Curator, The Johnston Collection



GEORGE SAND: THE ROMANTIC REBEL

23 April 2013

Sylvia Sagona, internationally recognised specialist on 19th century French society



THE EMPRESS EUGENIE: POWER AND PETTICOATS

30 April 2013

Sylvia Sagona, internationally recognised specialist on 19th century French society



QUEENS, FAVOURITES AND PRINCESSES AT THE FRENCH COURT

1 May 2013

Jennifer Milam, Associate Professor, Department of Art History, The University of Sydney



QUEEN CASIMIRA

29 May 2013

Katrina Grant, editor, *Melbourne Art Network*



TOUCH ME NOT: MARY MAGDALENE AND THE POWER OF GESTURE IN MEDIEVAL AND RENAISSANCE ART

4 June 2013

Felicity Harley-McGowan, historian of Late Antique and Medieval art



'A LADY OF SINGULAR INGENUITY AND POLITENESS': THE LIFE OF MARY GRANVILLE, MRS DELANY

12 June 2013

Dorothy Morgan, guest curator & lecturer at The Johnston Collection



SEVENTEENTH-CENTURY SIRENS: PORTRAITS OF TWO ITALIAN MUSICIANS

19 June 2013

Mark Shephard, director, *Melbourne Art Network*

JANE AUSTEN: PRIDE & PREJUDICE 2013

Study Series



AS DELIGHTFUL A CREATURE AS EVER APPEARED IN PRINT: JANE AUSTEN WRITES ELIZABETH BENNET

21 March 2013

Lise Rodgers, dramatic performer



JANE'S HEROINES: YOUNG LADIES OF SPIRIT!

23 May 2013

Lise Rodgers, dramatic performer



PRIDE AND PREJUDICE: ROMANCE AND MARRIAGE

12 April 2013

John Wiltshire, John Wiltshire, Professor, School of Humanities, La Trobe University

BEHIND THE VEIL AT RUSSIAN COURT: DREAMS AND DESTINIES OF THE ROMANOV WOMEN

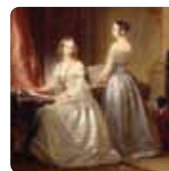
Study Series



IN THE SHADOW OF CATHERINE THE GREAT: 1750-1825

7 May 2013

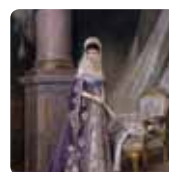
Eugene Barilo Von Reisberg, arts writer, curator and blogger



UNDER THE REIGN OF THREE TSARS: 1825-1896

14 May 2013

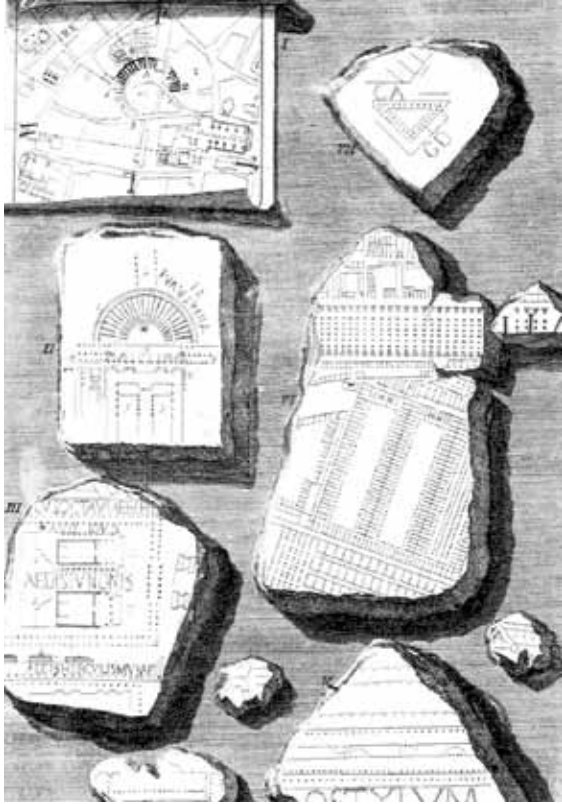
Eugene Barilo Von Reisberg, arts writer, curator and blogger



THE ASHES AND THE PHOENIX: 1896-2013

21 May 2013

Eugene Barilo Von Reisberg, arts writer, curator and blogger



THE LIVES OF AN 18TH CENTURY MAN'S COAT

6 September 2012

Paola di Trocchio, Assistant Curator, International Fashion and Textiles, National Gallery of Victoria



A W N PUGIN IN AUSTRALIA

18 September 2012

Tom Hazell AO, Deputy Chair of The WR Johnston Trust



SPOON FED: THIRTY SPOONS & OTHER STORIES

3 October 2012

Sally Buttons, Past President of the Brighton Antique Collectors' Club

LECTURES



MAKING SENSE OF ROBESPIERRE

17 July 2012

Peter McPhee, Professorial Fellow, The University of Melbourne



THE HOUSE MUSEUM AS ANCIENT GREEK PALACE: TRAVELLING THROUGH TIME AND SPACE AT THE VILLA KÉRYLOS

17 October 2012

Bertrand Bourgeois, lecturer, The University of Melbourne



RARE & CURIOUS: THE SECRET HISTORY OF GOVERNOR MACQUARIE'S COLLECTORS' CHEST

26 July 2012

Elizabeth Ellis, Emeritus Curator, Mitchell Library



SAMUEL JOHNSON: MORE THAN A LEXICOGRAPHER

23 October 2012

John Byrne, Governor, Dr Johnson's House, London



THE SECRET HISTORY OF THE VICTORIAN INTERIOR

7 August 2012

Miles Lewis, Emeritus Professor, Faculty of Architecture, The University of Melbourne



THE CARE AND CONSERVATION OF HISTORIC HOUSE COLLECTIONS

22 March 2013

Chris Daintith, Conservator



JACOBEAN ELEGANCE: THE LUST FOR LUXURY AND LEGITIMACY

4 September 2012

Ian George, art critic



THOMAS HORNOR AND LONDON'S 'SECOND LIFE': FROM MAP, TO BOOK, TO PANORAMIC SCENE

24 April 2013

Peter Otto, ARC Research Professor in literary studies at The University of Melbourne



JACQUES-LOUIS DAVID: FROM FRENCH REVOLUTION TO NAPOLEON

8 May 2013

Peter McPhee, Professorial Fellow, The University of Melbourne



THEATRE OF THE CITY: URBAN PLANNING IN ROME IN THE EARLY 18TH CENTURY

30 May 2013

John Weretka, PhD candidate Faculty of Architecture, Building and Planning, The University of Melbourne



WORKSHOPS



CARING FOR YOUR COLLECTION: ON METALS

11 October 2012

Holly Jones-Amin, Senior Objects Conservator, Centre for Cultural Materials Conservation, The University of Melbourne



CARING FOR YOUR COLLECTION: A GENERAL INTRODUCTION

18 June 2013

Holly Jones-Amin, Senior Objects Conservator, Centre for Cultural Materials Conservation, The University of Melbourne



ANNUAL STUDY DAY

THE DELICATE ART OF DECEPTION: REVEALING FAKES AND FORGERIES

13 October 2012

Fakes and forgeries in the art world was the theme of the 2012 Study Day. A series of lectures on this topic (see below) were presented followed by a Q & A session at the end of the day.



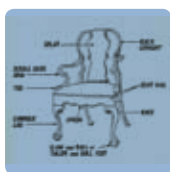
WHAT'S IN A NAME?

Eugene Barilo Von Reisberg, arts writer, curator and blogger



ON ATTRIBUTION

Robyn Sloggett, Director of the Centre for Cultural Materials Conservation (CCMC) at the The University of Melbourne



GETTING UNDER THE SKIN OF FURNITURE – WHAT CAN WE SEE?

Martin Purslow, CEO, National Trust of Australia (Victoria), former Director of the National Gallery of Scotland's Paxton Trust



TRAPS FOR THE COLLECTOR OF EARLY ENGLISH GLASS

William (Bill) Davis, collector of early English glass & Ambassador advisor to The Johnston Collection in his area of interest



A HISTORY OF THE INTEREST IN FAKES AND FORGERIES

Alison Inglis, internationally recognised specialist in British 19th century art.



EXAMINING PAINTINGS: WHAT CAN WE BE SURE ABOUT?

John Payne, Senior Conservator of Painting at the National Gallery of Victoria and author of *Framing the Nineteenth century* (2007).



FAKES, PREMATURE AGEING, REPRODUCTIONS AND REATTRIBUTIONS: WHEN IS AN ORIENTAL CARPET THE 'REAL' THING?

Susan Scollay, independent art historian and curator specialising in Islamic art and culture and contributing editor to HALI, London-based journal of carpet, textile and Islamic art.

Outreach

Outreach programmes provide additional opportunities for everyone to enjoy the Collection. These programmes are targeted to groups who might not ordinarily visit The Johnston Collection.

SPECIAL EVENTS



OPEN HOUSE MELBOURNE (OHM)

28-29 July 2012

This was the third year that The Johnston Collection participated in this annual citywide event.

TJC was one of ten balloted buildings and was the fourth most requested 'balloted' building, with OHM receiving 1,822 requests for the 66 available places. The OHM reported that, of the buildings only accessible by ballot, "the numbers of applications to visit is a true indication of their popularity".



MELBOURNE SPRING FASHION WEEK

September 2012

The Johnston Collection was featured in Melbourne Spring Fashion Week's 2012 programme

of events. The house tour *Romance Was Born Meets William Johnston* was included in the *Look.Stop.Shop* event series held during MSFW from 3 to 9 September 2012. *Look.Stop.Shop* was presented by the City of Melbourne and supported by the Victorian Government.



SENIORS WEEK

8 October – 12 October 2012

The Johnston Collection participated in the Victorian Seniors Festival programme of events, offering discounted

admission price to tour *Fairhall* for the week of 8 – 12 October 2012.

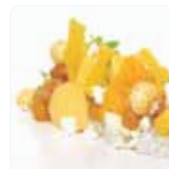


INTERNATIONAL WOMEN'S DAY

Friday 8 March 2013 (Facebook)

The Johnston Collection participated in International Women's Day through social

media with a post on our Facebook page celebrating women's achievements, and via our exhibition, *Women Making History*.



MELBOURNE FOOD & WINE FESTIVAL

1-17 March 2013

The Johnston Collection has participated in the Melbourne Food & Wine Festival annually

since 2011. Each year during the MF&WF, The Johnston Collection engages a prominent Melbourne chef to prepare and present dishes based on a particular theme. On this evening tour, guests take a guided tour of the house museum, stopping to dine on separate courses in different rooms of *Fairhall* during the evening.



L'OREAL MELBOURNE INTERNATIONAL FASHION FESTIVAL

March 2013

The Johnston Collection was selected to be included in

the official programme of the LMIFF in March 2013 with our lecture, *Women, Fashion & High Hair: From The 18th Century To Amy Winehouse* presented by Gillian Russell.

Engaging with the Community

Throughout the year, The Johnston Collection participates in a number of community events offsite. By engaging with local communities, The Johnston Collection is able to increase awareness of its presence in the community, introduce what we do, and encourage new visitors to the house-museum.



EAST MELBOURNE AND JOLIMONT FESTIVAL

Sunday 25 November 2012

The Johnston Collection participated in this community event, operating a stall and also donating raffle prizes for the event.



GOVERNMENT HOUSE - AUSTRALIA DAY OPEN DAY

26 [28] January 2013

The Director and Volunteer Guides were present at Government House to talk to visitors at their Open Day on 28 January 2013.

TJC SPEAKERS

Throughout the year, the Director and some Volunteer Guides presented talks on The Johnston Collection to various clubs and organisations around Melbourne and Victoria. These included illustrated talks and lectures.

EDUCATION

In keeping with the goals and objectives of The Johnston Collection, to 'serve as a hub for research and to stimulate scholarship in the history of fine and decorative arts', The Johnston Collection offers curatorial placements to post-graduate students and work experience to secondary school students each year.

From time to time, The Johnston Collection also works with students from secondary and tertiary institutions on special collaborative projects.

INTERNSHIPS 2012 | 2013

Two University of Melbourne post-graduate students in Museum Studies participated in curatorial internships at The Johnston Collection this year.

WORK EXPERIENCE

2012 | 2013

A Year 10 student from Kyneton College participated in a work experience placement at The Johnston Collection in October 2012.

DESIGN MADE TRADE | RMIT SCHOOL OF FASHION & TEXTILES (BA TEXTILE DESIGN)

JULY –OCTOBER 2012

In partnership with Design Made Trade, RMIT University Bachelor of Arts (Textile Design) students created contemporary textiles inspired by The Johnston Collection. These were exhibited in the Kent Room from July to October 2012.





Shop

Shop

The Johnston Collection Shop was first established in 2003 and plays an important part in our visitor experience. Visitors are given an opportunity to browse in the shop at the completion of their tour, lecture or exhibition viewing.



TJC now retails in two areas of the properties, in the Garden Room in the months of March to October and in the Gallery as the 'Emporium' during November to February. The Gallery retail area has been improved over the last year with an increase in the display area and a higher volume of stock.

The Shop stocks items that complement the Collection by design or style and include household wares, toiletries, books, cards and specialty stationery. This year we continued to optimise retail sales based on the Collection with the commissioning of the production of some collection-based items to promote the collection, including the 'Minton cup' card.

There have also been a small number of contemporary works based on items created for the Christmas tours. These items have been retailed through the Shop with great success.

The Shop has been a gradually developing aspect of the income-generating operations of The Johnston Collection over the last five years. The Visitor Services Staff and Volunteers have been invaluable in sourcing, evaluating, and promoting retail material.

This year, Shop income, although slightly down from the previous year, represented a significant portion (12%) of the annual income earned by TJC.

Marketing



Marketing

The marketing goals for the year were to support TJC's tours, exhibitions, lectures and workshop programmes through targeted marketing campaigns, and to increase visitation to The Johnston Collection by under-represented groups, such as younger people.

Our marketing and communications strategy for 2012–2013 included a focus on social media to reach a younger audience and electronic direct mail, to enable a more comprehensive and immediate distribution of our brochures and newsletters, and to reduce costs.

SOCIAL MEDIA



FACEBOOK

In 2012, TJC set up a page on the social networking site Facebook, to further engage with our audience, particularly our growing younger audience. Our Facebook page provided a platform for users to give feedback on their visitor experience as well as to share information and ask questions relating to The Johnston Collection in particular, and the fine and decorative arts in general.

As well as publicising TJC's programmes and events, our Facebook page facilitated cross-promotion with other similar organisations by linking with their pages and sharing each other's posts.



TWITTER

The *Bride, The Ship & The Wardrobe* house tour was promoted by The Age fashion editor, Janice Breen Burns and Romance Was Born on their Twitter feeds, further driving visitation by a younger audience.



INSTAGRAM

The *Bride, The Ship & The Wardrobe* house tour was promoted by Romance Was Born on Instagram to more than 20,000 followers. Again, this promoted visitation to a younger audience.



TRIP ADVISOR

The Johnston Collection continued to receive favourable reviews on Trip Advisor with an overall ranking of 95 of the 187 attractions listed in Melbourne. Of the five reviews, four are rated Excellent and one is rated Very Good.

“This beautiful old home is an Aladdins cave of stunning antiques, which are displayed to reveal just how people of means would have lived in that era ... An absolute must for the discriminating visitor who appreciates the elegance and beauty of a bygone age.

**BRENDA B. MELBOURNE,
AUSTRALIA – 13 JUNE 2013**



ELECTRONIC DIRECT MAIL (EDM)

Our email distribution list grew this year, from around 4,900 in July 2012 to nearly 6,600 in June 2013, rapidly replacing our former hard-copy mail-based distribution list.

In 2012, TJC began a monthly e-newsletter to provide updates and news on TJC's programme of events to subscribers on our e-distribution list. The effectiveness of our e-newsletter in promoting our programmes was demonstrated by a spike in tour, lecture and exhibition bookings immediately following its distribution each month.

The e-newsletter also enabled us to publicise other services provided by The Johnston Collection, such as our Reference Library and Shop.

Our twice yearly *What's On* brochure was distributed primarily by EDM in 2012-2013 resulting in a large decrease in the number of hard-copy brochures printed, and a subsequent reduction in printing and postage costs.

WEBSITE

Our website continued to receive a substantial number of hits and many of our first time visitors reported it is where they first heard about The Johnston Collection.

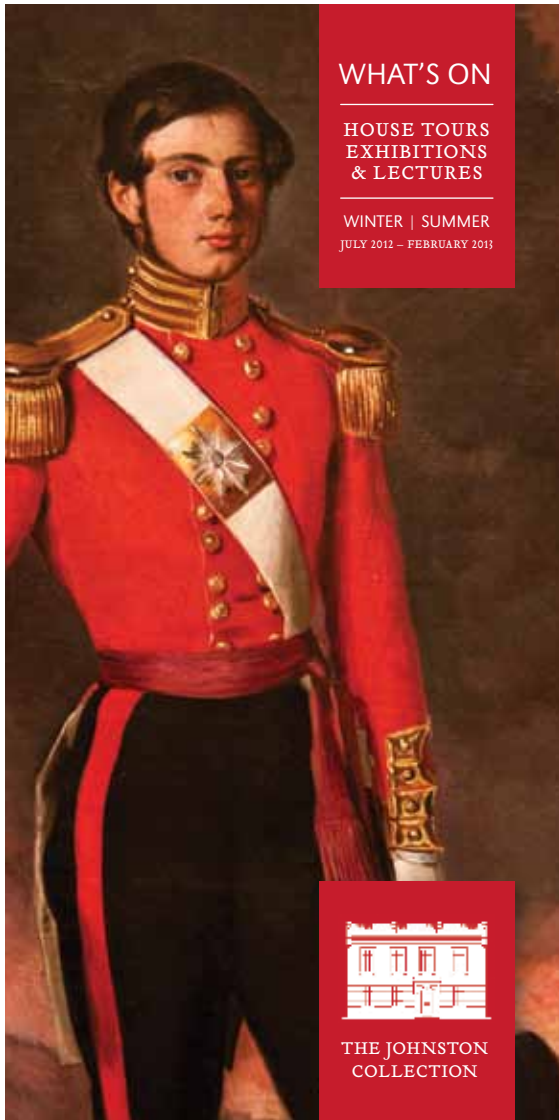
Since the introduction of an online booking system in 2011, visitors have increasingly preferred to make bookings through our webpage rather than by telephone.

From July 2012 to June 2013 the following analytics were recorded:

Visits 28,765 (+14%)

Unique visits 20,176 (+4%)

Page views 140,458 (+38%)



MEDIA

Local, state and national media were approached to promote The Johnston Collection programmes throughout the year. Existing media contacts were used and new relationships forged in the course of promoting each of the different house tours, exhibitions, lectures and workshops.

Throughout the year, major media coverage was achieved for all of TJC's programmes. In particular, *The Bride, The Ship & The Wardrobe* generated unprecedented interest from print, web-based and social media.

See Appendix 2 for full media listings.

ADVERTISING

For each house-museum tour, TJC uses its limited resources to maximise the promotion and visibility of its programmes. TJC's paid advertising this year included:

Printing of more than 12,000 copies of TJC's *What's On* brochure – distributed in January and May.

Ongoing printing and distribution of TJC DL fliers
Monthly e-newsletter distribution.

Print advertising with *Australian Book Review*, *National Trust News*, *Gallery Magazine*, *ADFAS Bulletin*, *East Melbourne Jolimont News*, *Senior Scene*, Hilton Hotel Brochure, *Destination Melbourne*, *Trouble magazine*

See Appendix 3 for full advertising listings.

Visitors



Visitors

This year saw an increase in younger visitors to The Johnston Collection. The *House of Ideas* tour, *The Bride, The Ship & The Wardrobe: Romance Was Born Meets William Johnston*, was visited by a noticeably younger demographic, which our social media campaign had helped us to target directly.

From December 2012, bookings were categorised into 'New Visitors' or 'Previous Visitors'. While our Christmas tours generate new audiences from around Victoria as new regions participate each year, we were expecting a higher number of previous visitors to *REJOICE! | The 10th Anniversary Christmas at The Johnston Collection 2012* as it was a survey tour. We were surprised that first-time visitors outnumbered previous visitors for this tour.

Visitors to the *William Johnston and His Collection* tour were evenly divided between first-time visitors and previous visitors.

This year, total visitor numbers to The Johnston Collection were down from the previous year by 10%, from 8560 to 7656 in 2012-2013.

House-museum visitors were down nearly 6% from the previous year (7033 in 2011-2012 to 6620 this year). This was largely due to a 9% drop in visitors to the *Christmas at The Johnston Collection* tour (November to February, from 4405 in 2011-2012 to 4021 in 2012-2013).

Visitors to *The House of Ideas* tour (July to October) were up in 2012-2013 with an increase of around 4% for this tour over the previous year. The *William Johnston and His Collection* tour (March to June) was down by around 7%.

In The Johnston Collection Gallery, 970 people attended our Lecture series, down 23% from the previous year. Exhibition attendance figures were not recorded for the whole year as the *Commanding Splendour* exhibition was a free exhibition that house-museum visitors and lecture attendees could choose to view after their tour or lecture.

THE JOHNSTON COLLECTION VISITS

HOUSE TOUR:

THE BRIDE, THE SHIP & THE WARDROBE | ROMANCE WAS BORN MEETS WILLIAM JOHNSTON

2 July - 24 October 2012

Total visits: 1529

REJOICE! | THE 10TH ANNIVERSARY CHRISTMAS AT THE JOHNSTON COLLECTION

8 November 2012 – 27 February 2013

Total visits: 4021

BARBARA BROWNLOW & ALEXANDRA BROWNLOW REARRANGE MR JOHNSTON'S COLLECTION

12 March – 19 June 2013

Total visits: 1070

LECTURES:

Total attendance: 970

EXHIBITIONS :

Attendance: 50*

*Gallery attendance not recorded for the free exhibition *Commanding Splendour* in July to October 2012

THE JOHNSTON COLLECTION
HOTHAM STREET
PROPOSED SOUTH ELEVATION

trethowan
architecture interior design

Building & Grounds



12840mm

154-156 HOTHAM STREET - FAIRHALL

152 HOTHAM STREET

Building Redevelopment

In 2010, the WR Johnston Trust initiated a revitalisation plan for The Johnston Collection building complex. Trethowan Architects were engaged to draw up plans, and planning approval for the development was sought from the City of Melbourne.

In October 2012, The Johnston Collection appeared at the Victorian Civil and Administrative Tribunal (VCAT) for a hearing brought against the TJC regarding its proposed redevelopment. A favourable outcome was received.

VCAT granted permission to proceed with the redevelopment project of the Collection buildings and also approved an increase in the number of visitors that TJC can host at any given time.

Since the VCAT decision, TJC has been working with the City of Melbourne to refine its Management Plan to ensure compliance of the day-to-day working and broader access requirements imposed by the City of Melbourne.

Having been granted planning approval for the redevelopment of the Collection buildings, in 2012 to 2013, The Johnston Collection launched a fundraising programme to finance the building project and to ensure the long-term sustainability of the organisation (see page xxx).

In a series of meetings over the 2012 to 2013 period, the Trustees have worked through and developed an updated master plan for the building project as part of the 'Open Doors' fundraising campaign. It is anticipated that it will be rolled out in four stages, as follows:

STAGE 01 | 'refresh' will involve the refurbishment of *Fairhall*. This will refurbish the house-museum into a 'creative hub' for new ways of working with the Collection.

STAGE 02 | 'renovate' will be an interim solution that will involve the tidying up of the Administration wings.

STAGE 03 | 'recapture' will see a breakthrough into the property adjoining the Administration wing, and installing a lift and public amenities.

STAGE 04 | 'renew' will see the creation of a grand space in one of the existing Administration buildings. This space will include underground storage, the first floor purpose-built gallery, a new retail area and the second floor multi-purpose area for lectures and workshops.

SALE OF 146 HOTHAM ST

In 2013, The WR Johnston Trust agreed to the sale of its property at 146 Hotham Street with a view to consolidating its property portfolio to include only the buildings in the redevelopment project. In May 2013, the property was sold and the funds reinvested in the endowment.

A black and white photograph of an ornate interior. In the center, a large, highly decorative mirror with a gilded, scrollwork frame hangs on the wall. Below the mirror, a table is partially visible, draped with a dark, fringed cloth. To the left, a wall-mounted candelabra with three lit candles is visible. In the foreground, a large, dark, polished table with intricate carvings and a tassel hanging from its side is the focal point. On the table sits a small, ornate box. To the right, a large, multi-tiered candelabra with several lit candles stands prominently. The background shows a doorway and another candelabra on the wall. The overall atmosphere is one of classic elegance and grandeur.

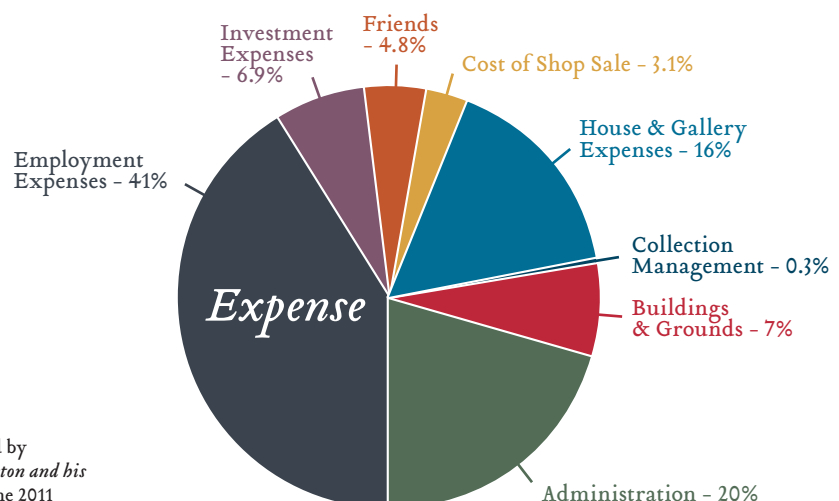
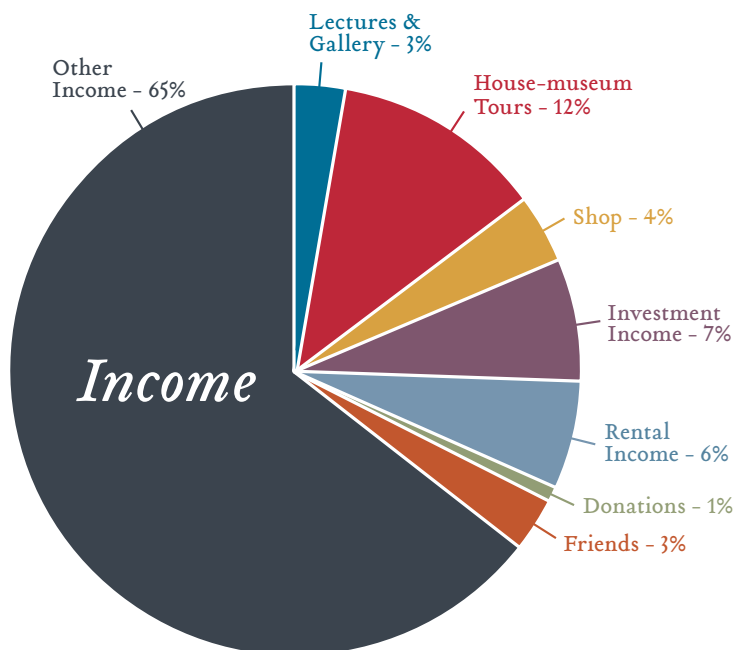
Financials 2012 | 2013

Current Financial Structure

The Johnston Collection relies on a mix of six principal financial sources to create, present and promote programmes of the highest calibre.

These sources are:

- Annual distributions from The WR Johnston Trust
- Earned income from house-museum admission sales
- Earned income from lectures, exhibitions, workshops and study day admission sales
- Earned income from Shop sales
- Annual distributions from The Friends of The Johnston Collection
- Other earned income including the sale of 146 Hotham Street and sale of shares
- Investment Income
- Donations



Left | *Fairball: The Green Room* (as arranged by Francis W Dunn for *The annual William Johnston and his collection house-museum tour*, March 2011 – June 2011)

Profit & Loss Statement

July 2012 – June 2013

INCOME

Museum Income

Donations Received	\$8,865.00
Gallery - Exhibitions	\$722.00
Gallery - Lectures	\$33,175.76
House Tour	\$161,099.75
HT - Melb Food & Wine Fest	\$4,370.00
Shop Income	\$58,650.92
Sundry Income	\$314,296.96
Total Museum Income	\$581,180.39
Investment Income	\$0.00
Dividends Received	\$71,482.45
Franking Credits Rebate	\$16,788.59
Income from Rental Property	\$78,824.90
Interest Received	\$2,090.78
Trust Distributions Received	\$8,068.00
Total Investment Income	\$177,254.72
Friends - Johnston Collection	\$0.00
Friends Functions	\$25,458.63
Friends Membership	\$11,055.92
Total Friends - Johnston Collection	\$36,514.55
TOTAL INCOME	\$794,949.66

Cost of Shop Sales

Cost of Goods for Resale	-
Opening Stock	\$22,457.25
Goods for Resale	\$28,063.49
Closing Stock	(\$26,700.24)
Total Cost of Goods for Resale	\$23,820.50
Total COST OF SHOP SALES	\$23,820.50
Gross Profit	\$771,129.16

EXPENSE

House & Gallery Expenses

Courtesy Van	\$4,860.28
Gallery - Catering	\$336.07
Gallery - Jul-Oct pre Setup	\$670.00
Gallery - Other expenses	\$54.32
Gallery - Lecture Programmes	\$9,138.36
Gallery - Openings	\$287.57
Gallery - SW Mar-Jun13	\$1,609.31
Gallery - Jul-Oct	\$1,786.00
HT - Catering	\$4,477.10
HT - Jul-Oct Setup	\$9,020.50
HT - Jul15 pre Setup	\$60.20
HT - Mr J Mar-Jun	\$8,077.28
HT - Melb Food & Wine Fest	\$4,717.63
HT - Openings	\$1,634.05
HT - Romance Was Born	\$14,095.44
HT - X'mas Setup	\$6,448.26
HT - X'mas 14 pre-setup	\$532.78
Marketing	\$17,554.54
Photography	\$2,669.55
Volunteer Guides - Events	\$6,955.61
Volunteer Guides Prof Development	\$4,522.25
What's On brochures	\$22,126.70
Total House & Gallery Expenses	\$121,633.80

Collection Management

Acquisitions - Collection	\$1,402.57
Acquisitions - Library	\$72.97
Collection Database System	\$350.00
Removal/Storage	\$763.54
Total Collection Management	\$2,589.08
Buildings and Grounds	-
Cleaning	\$830.63
FutureExpansion (PlanningConstl	\$19,050.00
Garden	\$2,981.66
Gas, Electricity & Water	\$13,087.88
Repairs & Maintenance-General	\$9,394.49
Security	\$2,591.41
Valuations - Buildings	\$6,500.00
Total Buildings and Grounds	\$54,436.07

Administration

Accounting Fees	\$10,300.00
AuditFees	\$9,450.00
Bank Charges	\$4,392.02
Book keeping	\$19,020.00
Computer Maintenance	\$14,890.00
Depreciation	\$14,614.00
Donations	\$70.00
General exps incl travel exps	\$5,275.33
Interest Expenses	\$100.86
Insurance	\$35,118.41
Legal & Professional Fees	\$5,282.73
License and Permits	\$1,209.09
Magazines and Subscriptions	\$3,633.04
On-line Booking System	\$5,712.22
Penalty and Fines	\$220.00
Postage and Couriers	\$3,579.83
Printing & Stationery	\$5,821.16
Professional Development	\$1,701.67
Recruitment	\$495.00
Stamp Duty - Insurance	\$79.47
Telephone/ Internet	\$8,990.44
Trustees Expenses	\$2,712.33
Workcover	\$3,466.42
Total Administration	\$156,134.02

Employment Expenses

Provision for Holiday Leave	\$20,598.32
Provision for LSL	\$4,568.72
Salaries and Wages	\$262,431.54
Superannuation	\$23,653.46
Total Employment Expenses	\$311,252.04

Investment Expenses

Commission/fees -rental prop	\$4,473.31
Investment Management Fee (CS)	\$16,727.55
Land Tax	\$11,015.50
Rates Rental Props - 146 Hotham	\$4,958.82
Rates Rental Props - 148 Hotham	\$3,768.63
Rental Property Maintenance	\$11,230.99
Total Investment Expenses	\$52,174.80

Friends Expenses

Acquisitions - Magazine & Subs	\$779.99
Administration - Friends	\$8.57
Donations - Friends	\$750.00
Friends Support of TJC	\$12,863.49
Functions & Events - Friends	\$6,717.63
General exp - Friends	\$1,069.44
Printing & Stationery - Friends	\$11,558.28
Postage - Friends	\$1,677.75
Total Friends Expenses	\$35,425.15
Total EXPENSE	\$733,644.96
Operating Profit	\$37,484.20

Other Income

Gain on Sale of Shares	\$379,155.20
Gain on Sale of Properties	\$170,464.33
Total Other Income	\$549,619.53

Other Expense

Trf to Friends Holding A/c	\$1,089.40
Total Other Expense	\$1,089.40

Net Surplus / (Deficit) \$586,014.33

Appendices

1. Christmas at The Johnston Collection contributors
2. Media Listings
3. Advertising

APPENDIX 1

Rejoice! The 10th Anniversary Christmas at The Johnston Collection contributors list

CHRISTMAS: A COLOURFUL CANVAS

24 HOURS OF CHRISTMAS
CELEBRATIONS AT FAIRHALL
CHRISTMAS AT THE JOHNSTON
COLLECTION (CASTLEMAINE 2007)

**Creative Directors | Phee Broadway OAM,
Alice Clague, Beverley Downie**

Jacqui Bickart, Phee Broadway, Joan Brown, Lois Callister, Alice Clague, Linda Constable, Faye Cumming, Emily Deneys, Madeline Deneys, Dorothy Deneys, Simon Demasson, Beverley Downie, Faye Friebel, Kath Grant, Ellen Hansa, Jan Harris, Bob Johnson, Marj Jones, June Persson, Louise Plaisted, Rhyll Plant, Di Piesse, Dulcie Porter, Sylvia Reeves, Glynne Samson, Helen Seligman

FIVE GOLDEN RINGS & OTHER GLORIOUS THINGS

CHRISTMAS AT THE JOHNSTON
COLLECTION (BENDIGO 2008)

3 NOVEMBER 2008 - 27 FEBRUARY 2009

Bendigo Textile Artists

Jenny Campbell (Team Leader)
Gwen Bloomfield, Dorothy Cunningham, Betty Gayle, Jan Harvey, Lorraine Hywood, Barbara Lomas, Pam Paynting, Willy Paynting

Central Victorian Porcelain Artists Guild

Dawn Fitzpatrick (Team Leader)
Beryl Anders, Gwen Beacham, Barb Brown, Julie Craig, Joan McDonald, Barbara Porter, Meg Osborne, Rosalind Saville, Caroline Slingo, Colleen Yates

Country Women's Association (Bendigo)

Dorothy Houlden (Team Leader)
Dorothy Addlem, Margaret Cloonan, Claire Georgeson, Dulcie Groves, Ron Groves, Jean Herbert, Zeila Lynch, Glenda Lewis, Stella Morris, Bev Shallard, Joyce Trimble

Independent artist

Suzie O'Shea (ceramic sculptural artist)

Strathdale (Bendigo) Quilters Inc

Barbara Dellar (Team Leader)
Elaine Dumont, Glad Jackson, Marie Markham

WE THREE KINGS OF ORIENT ARE
CHRISTMAS AT THE JOHNSTON COLLECTION
(GEELONG AND BELLARINE PENINSULA 2009)

4 NOVEMBER 2009 - 26 FEBRUARY 2010

Coastal Textile Artists

Christine West (Team Leader)
Gwen Snow, Margaret Parker, Sandra Snow

Country Women's Association (Geelong)

Jan Clark (Team Leader)
Elaine Campbell, Sandra Le Fever

Geelong & District Porcelain Painters Inc

Jenny Pitcher (Team Leader)

Geelong Patchworkers and Quilters Guild

Judy Alcock (Team Leader)
Cheryl Andrews, Jodie Arklay, Irene Boyle, Ro Brazelis, Judy Bubb, Brenda Buchanan, Melinda Clarke, Marie Dean, Andree Donaldson, Margaret Drayton, Chris Fox, Lisa Hollingsworth, Ida Gange, Joan Lindsay, Magda Moore, Patricia Norton, Judith Oke, Annette Packett, Margaret Page, Ene Read, Jacqueth Riley, Nellie Scalzo, Betty Scott, Anne Sushames, Dallas Windmill

Geelong Textile and Fibre Artists Inc

Elaine Mitchell (Team Leader)
Lorraine Archibald, Vicci Crowley-Clough

Leopold Lacemakers

Wendy Rowe (Team Leader)
Dorothy Chase, Janice Eagland, Elizabeth Ivak,
Shirley Meier, Kathryn Storey, Gwen Williams

**The Embroiderers Guild, Victoria
(Geelong Branch)**

Lyn Hughes (Team Leader)
Hilde Brenner, Jo Anne Britt, Diane Clarke,
Rosa Cullen, Cecily Dow, Gordon Griffiths, Alice
Harrington, Judith Hunter, Sue Jennings, Marjorie
Kavanagh, Gail Spong, Jean Shinnors, Pauleen
Shirlow, Pam Ryan, Laury Vella. Also including
the Bollinger Guidance Group, The Young
Embroiderers Group, Torquay Guidance Group.
The small stars were made by many members of
the EGV (Geelong Branch)

The Third Wednesday Group

Christine West (Team Leader)
Lyn Dickson, Pam Morgan, Ingra Polic

The Coastal Group

Gwen Snow (Team Leader)
Margaret Parker, Sandra Snow, Christine West

Trolley Dolly Cloth Doll Club Inc

Hilary Clarke (Team Leader)
Faye Dodd, Judy Griffiths, Adrienne Hare,
Sue Hughes, Nina MacPherson

MY CUP RUNNETH OVER:

**CHRISTMAS AT THE JOHNSTON COLLECTION
(WARRNAMBOOL/WESTERN DISTRICT 2010)
3 NOVEMBER 2010 –25 FEBRUARY 2011**

Barongarook Craft Group

Carol Theuerkauf (Team Leader)
Barry Mousley, Jane Nicholas, Terry Theuerkauf,
Carole Sinclair

Country Women's Association (Cobden)

Barbara Porter (Team Leader)
Jennifer Kripp, Loretta Halliday

Fitzroy River Lacemakers, Heywood/Hamilton

Mary-joan Keen (Team Leader) Phyllis Bridle,
Kathleen Cowland, Leanne Evans, Rosemary
Sandford, Jenny Sutton, Pat Zeunert

Heywood Fitzroy River Quilters

Dawn Claydon (Team Leader)
Leanne Evans, Jenny Sutton

Independent artists

Jill Edwards, June Lazell, Trevor Smith, Cherree
Densley, Christine Hetherington, Glenistair
Hancock, Jeanette Toller-Bond, Maureen Stone,
Jan Verouden

**The Embroiderers Guild, Victoria
(South Western Branch)**

Jenny Bakos, Yvonne Reid (Team Leader)
Jenny Bakos, Carol Eagle, Gloria Cathcart, Susan
Gass, Rosemary Isaac, Judith Loch, Jill Mellor,
Yvonne Reid, Beverly Speirs, Helen Soulsby, Robin
Southey, Betty Suggett, Sandra Turner, Diane
Wickson, Rita Williams

**A WONDROUS GIFT
CHRISTMAS AT THE JOHNSTON COLLECTION
(WANGARATTA | NORTH EAST 2011)
3 NOVEMBER 2011 – 24 FEBRUARY 2012**

**Country Women's Association
(Goulburn Valley West Group)**

Della Metzke, (Team Leader)
Shirley Armstrong, Noreen Smith

**Country Women's Association
(Eastern Goulburn Valley Group)**

Margaret Feldtmann

Independent artists

Lesley Labram, Vicki Luke, Lynne Gasperov,
Mary-Rose Riley, Melissa The Embroiderers Guild,

Victoria (South Western Branch)

Jenny Bakos, Yvonne Reid (Team Leader)
Jenny Bakos, Carol Eagle, Gloria Cathcart, Susan
Gass, Rosemary Isaac, Judith Loch, Jill Mellor,
Yvonne Reid, Beverly Speirs, Helen Soulsby, Robin
Southey, Betty Suggett, Sandra Turner, Diane
Wickson, Rita Williams

Murray River Quilters (Albury-Wodonga)

Margaret Parkinson (Team Leader)
Wendy Butcher, Helen Collins, Rose Martin, Ginny
Matejic, Sini Roos, Paula Smedley

**North East Handweavers
and Spinners (Cobram)**

Brigitte (Gitta) Amor (Team Leader)
Lyn Pignolet

Shepparton Creative Textile Group

Judith Roberts (Team Leader)
Ella Egan, Margaret Lawry, Jean Miles, Judith
Roberts, Morae Parker

**The Embroiderers Guild, Victoria
(North Eastern branch)**

**The Embroiderers Guild, Victoria
(Albury-Wodonga branch)**

Peechelba Machine Embroidery Group

Wendy McCormack (Team leader)
Kerry Angus, Mavis Bartle, Mary Beaumont, Kathy
Beilby, Joan Bell, Carolyn Bennett, Marge Benton,
Helen Black, Roslyn Black, Angela Braybrooks,
Elaine Brown-Graham, Andrea Busst, Joan Butler,
Janet Cable, Rosemary Callow, Eunice Cardwell,
Enid Carmichael, Julie Carolane, Margaretta
Clayton-Jones, Dawn Clifford, Thelma Collins,
Grace Cooper, Leila Craig, Anita Curran, Glenice
Dick, Janet Drummond, Ella Egan, Joan Fisher, Sue
Fox, Helen Glachan, Faye Glover, Marian Greaves,
Glenys Hall, Bev Hardisty, Elizabeth Hare, Norma
Harris, Pam Haskew, Jean Haynes, Marj Hoysted,
Maureen Ilott, Grace Jackman, Valma Johnson,
Janice Jones, Lynne Keys, Mavis Knights, Sharon
Kohne, Marj Lieberman, Marj Little, Beth Littler,
Bev Lloyd, Bev Lodding, Alison Maguire, Thea
McCarthy, Jim McKean, Sandra Michael, Joan
Mortlock, Audrey Nielson, Anne Norman, Judith
O'Connor, Morae Parker, Beryl Stean, Magg
Stuchbery, Aileen Tetu, Kay Thomson, Margaret
Tomlinson, Ailsa Toohey, Kerrie Vanthoff, Rosemary
Voss, Yvonne Voss, Carol-Anne Whinray, Susan
White, Joan Whitsed, Susan Wight.

SPECIAL THANKS: Doug McGregor, Bill Walsh

APPENDIX 2

Media Listings

PRINT

PUBLICATION	AUTHOR	DATE	TYPE
The Age	Janice Breen Burns	25 May 2012	Article
The Age	Janice Breen Burns	3 July 2012	Feature story
The Sunday Age	Mik Grigg	8 July 2012	Article
Belle Magazine	Carli Phillips	October 2012	Feature story
Country Style	A Month In The Country	December 2012	Article
The Period Home Renovator	Freya Owen	2012	Feature Story
The Age	Mary O'Brien	6 April 2013	Article
the (Melbourne) magazine	Peter Barrett	April 2013	Events Calendar
Australian House & Garden	-	May 2013	Feature Story
Insite magazine	Museums Australia, Victoria	May-June 2013	Article

TELEVISION

CHANNEL	Programme	DATE	TYPE
SBS	Who Do You Think You Are?	9 April, 2013	Documentary

RADIO

STATION	Programme	PRESENTER	DATE	TYPE
3AW	Nightline	Phillip Brady	16 September, 2012	Talkback

ONLINE MEDIA

PUBLICATION	LOCATION/URL	DATE
The Age	Romancing The Johnston theage.com.au/entertainment/art-and-design/space-romancing-the-johnston-20120524-1z85i.html	25 May 2012
Sydney Morning Herald	Worlds clash in pair's mansion makeover smh.com.au/entertainment/art-and-design/worlds-clash-in-pairs-mansion-makeover-20120702-21d50.html	3 July 2012
Vogue Living	The Bride, The Ship & The Wardrobe www.facebook.com/media/set/?set=a.459458790739806.108016.148445858507769&type=1	8 July 2012
Broadsheet	The Bride, The Ship & The Wardrobe broadsheet.com.au/melbourne/fashion/article/bride-ship-wardrobe	9 July 2012
Vogue Australia	Romancing the Johnston collection blogs.vogue.com.au/vogue-and-friends/article/romancing-the-johnston-collection	10 July 2012
Yen Magazine	The Bride, The Ship & The Wardrobe yenmag.net/beauty-fashion/fashion/the-bride-the-ship-the-wardrobe/	13 July 2012
Oyster Magazine	Romance Was Born 'The Bride, The Ship & The Wardrobe' Exhibition oystermag.com/romance-was-born-exhibition-the-bride-the-ship-the-wardrobe	29 July 2012
Leader Newspapers	The Bride, The Ship & The Wardrobe, The Johnston Collection, East Melbourne leader.newspaperdirect.com/epaper/viewer.aspx	30 July 2012
Mornington Peninsula Presents	The Bride, The Ship & The Wardrobe @ The Johnston Collection artsonthepeninsula.com/2012/07/31/august-the-johnston-collection/	31 July 2012
Art News Portal	The Bride, The Ship & The Wardrobe: Romance Was Born Meets William Johnston artnewsportal.com.au/art-news/the-bride-the-ship-amp-the-wardrobe-romance-was-born-meets-william-johnston	July 2012
The Period Home Renovator	Open For Interpretation periodhomerenovator.com/wordpress/portfolio-items/open-for-interpretation/	July-December 2012
We Heart	The Johnston Collection weheart.co.uk/2012/09/12/the-johnston-collection/	12 September 2012
The Period Home Renovator	Open For Interpretation periodhomerenovator.com/wordpress/portfolio-items/open-for-interpretation/	July-December 2012
The Weekend Edition	Romance Was Born Releases Lil Lord Fauntleroy theweekendedition.com.au/gentlewoman/romance-was-born-lil-lord-fauntleroy/	28 February 2013
Trouble Magazine	issuu.com/troublemag/docs/0_isn101may13_issuu/70	March 2013 – June 2013

ONLINE – FORUMS & NEWSLETTERS

PUBLICATION	LOCATION/URL
Trip Adviser	tripadvisor.com.au/Attraction_Review-g255100-d2324591-Reviews-The_Johnston_Collection-Melbourne_Victoria.html
Lonely Planet	lonelyplanet.com/australia/melbourne/sights/museums-galleries/johnston-collection
Wikipedia	en.wikipedia.org/wiki/The_Johnston_Collection

ONLINE – BLOGS

PUBLICATION	LOCATION/URL	DATE
Delinlee Delovely	delinleedelovely.com/blog/2012/07/romance-was-born-at-the-johnston-collection/	3 July 2012
L’Oreal Melbourne Fashion Festival	blog.lmff.com.au/tag/romance-was-born/	4 July 2012
Daily Addict	dailyaddict.com.au/articles/the-bride-the-ship-the-wardrobe-romance-was-born-meets-william-johnston/	11 July 2012
The Nepean Type	thenepeantype.blogspot.com.au/2012/08/the-johnston-collection.html	20 August 2012
Romance Was Born	romancewasborn.com/deardiary/johnston-collection	24 August 2012
Style Wilderness	stylewilderness.blogspot.com.au/2012/09/romance-was-born-at-johnston-collection.html#!/2012/09/romance-was-born-at-johnston-collection.html	12 September 2012
Mary Mac	mary-marymac.blogspot.com.au/2013/01/the-johnston-collection.html	8 January 2013
Style Bubble	stylebubble.co.uk/style_bubble/2013/04/fanning-around-with-fauntleroy.html	14 April 2013
Interiors Addict	theinteriorsaddict.com/barb-and-alexandra-brownlow-rearrange-the-johnston-collection	20 April 2013
Oosooopretty	oosooopretty.wordpress.com/tag/romance-was-born/	14 May 2013
Pinterest	pinterest.com/pin/87257311502814894/	

ONLINE – TJC PARTNERS

PARTNER	LOCATION/URL	TYPE
ADFAS	adfas.org.au/societies/melbourne_index.html	
Australian Heritage	heritageaustralia.com.au/links.php?browse=J&id=3330#id	Cultural
East Melbourne Group	emg.org.au	Community
East Melbourne Historical Society	emhs.org.au	Community
National Trust of Australia (Victoria)	nationaltrust.org.au/vic/Home	Cultural
Only Melbourne	onlymelbourne.com.au/melbourne_details.php?id=10819	Community
That's Melbourne	thatsmelbourne.com.au/Placestogo/Galleries/Public/Pages/1130.aspx	Government
The Embroiderers Guild Victoria	embroiderersguildvic.org	Craft Guild
Visit Victoria	visitvictoria.com/regions/Melbourne/Activities-and-attractions/Art-theatre-and-culture/Art-galleries/The-Johnston-Collection.aspx	Government

APPENDIX 3

Advertising

PRINT & ONLINE MEDIA

PUBLICATION	ISSUE	DETAIL
National Trust News	August 2012	¼ page colour
National Trust News	November 2012	¼ page colour
National Trust News	February 2013	¼ page colour
National Trust News	May 2013	¼ page colour
NGV Gallery Magazine	July/August 2012	1/3 page colour
NGV Gallery Magazine	September/October 2012	1/3 page colour
NGV Gallery Magazine	November/December 2012	1/3 page colour
NGV Gallery Magazine	January/February 2013	1/3 page colour
NGV Gallery Magazine	March/April 2013	1/3 page colour
NGV Gallery Magazine	May/June 2013	1/3 page colour
ADFAS Bulletin 2013	2013	¼ page colour
Australian Book Review	July/August 2012	½ page colour
Australian Book Review	September 2012	½ page colour
Australian Book Review	February 2013	½ page colour
East Melbourne & Jolimont Magazine	Winter 2012	2 columns & editorial
East Melbourne & Jolimont Magazine	Spring 2012	2 columns & editorial
East Melbourne & Jolimont Magazine	Summer 2013	2 columns & editorial
East Melbourne & Jolimont Magazine	Winter 2013	½ page colour
3000 Melbourne	Christmas 2012	½ page colour
Senior Scene	November 2012	
Hilton Hotel Brochure	2012/2013	

PUBLICATION	ISSUE	DETAIL
Horticultural Media Association	June 2013	¼ page
Destination Melbourne	2012/2013	Melbourne Convention & Exhibition Centre Map
Trouble Magazine	July 2012	Online Listing
Trouble Magazine	August 2012	Online Listing
Trouble Magazine	September 2012	Online Listing
Trouble Magazine	October 2012	Online Listing
Trouble Magazine	March 2013	Online Listing
Trouble Magazine	April 2013	Online Listing
Trouble Magazine	May 2013	Online Listing
Trouble Magazine	June 2013	Online Listing



THE JOHNSTON
COLLECTION