THE JOHNSTON COLLECTION
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F +61 (03) 9416 2507
info@johnstoncollection.org
www.johnstoncollection.org

THE WR JOHNSTON TRUST
The Johnston Collection was bequeathed by William Robert Johnston (1911–1986) as a gift 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

William Johnston was given a small Minton pottery's teacup (circa 1811), by his grandmother when he was about 8 years old. He kept it all his life, later recalling that this cup started his passion for collecting.

Minton, Stoke-on-Trent, est. 1793 – (Thomas Minton period, circa 1809–17) cup, circa 1835

The Johnston Collection (Foundation Collection, A0660–1989)
AWARDS AND RECOGNITION

We were delighted to receive first place in the Museums and Galleries National Awards this year for Temporary and Travelling exhibitions for Richard Nylon’s witty reinvention of Fairhall and to be Highly Commended at the Museums Australia (Victoria) Victorian Museums Award for the exhibition, AN ENGLISHMAN ABROAD. The Johnston Collection is one of the few museums that regularly allows new voices to reinterpret its interiors and it is wonderful that this aspect of our work has been recognised with awards over the past few years. Allowing different artists, curators, taste makers and designers of all sorts to turn their particular interest and expertise to Fairhall and its collections is a wonderful way to engage with new ideas and new audiences. As we have become bolder in our approach we have attracted much greater interest in our work, especially in the worlds of arts, design and fashion. This helps keep The Johnston Collection lively and engaged with contemporary thought and practice and it has certainly attracted considerable publicity.

FUNDRAISING – PROPOSED DINNER FUNDRAISING COMMITTEE

Fundraising has remained a major focus of our activities following the launch of our OPENING DOORS Campaign last year and I extend my sincere thanks to all who have supported us. By 30 June we have raised $216,460. I extend my thanks to the Fundraising Committee and in particular, Lisa Arrowsmith, who took over from me as Chair of the Committee in April 2016 after the Trustees reviewed our fundraising activities and made some adjustments to our approach.

FIRST YEAR OF OPERATIONS IN NEW ADMINISTRATION BUILDING

We have now completed a full year of operations in our newly renovated Administration Building and everyone seems agreed that it is functioning extremely well. By reducing our publicly accessible buildings from three to two buildings we have been able to renovate and lease 150 Hotham Street which has considerably improved our bottom line.

AMBASSADORS

During the year the Trustees reviewed our Ambassadors program and agreed to broaden its membership to confer this special status on those who have made significant contributions, no matter how that contribution has been made. The total number will be restricted to 20 and will give us a way of acknowledging these very special people. To date Ambassadors have been limited to those who have provided specialist curatorial knowledge to The Johnston Collection and we have been very grateful for their contribution. I am delighted that all the existing Ambassadors have agreed to continue in their role as Ambassadors.

MEETING WITH GOVERNOR

The Johnston Collection has a special relationship with Government House since some of our reserve collection is used to furnish the public and private apartments of that wonderful house. In return we have access to storage facilities at Government House. The Trustees, therefore, were pleased to be amongst the first to be invited by the new Governor, Her Excellency the Honourable Linda Dessau AM, to call on her to discuss our relationship. We did so in August 2015, sitting by a warm fire on a cold day, surrounded by our own Calcutta Suite. Her Excellency was well informed of our relationship and gave us every confidence that it would continue to our mutual benefit.
COLLECTIONS AND COLLECTIONS POLICY

During the year we purchased seven 18th and early 19th century porcelain items using the proceeds of the Nina Stanton Bequest. Ambassador, Andrew Dixon, also generously gifted 12 Sterling Silver items, including exemplary examples produced by leading 18th and 19th century makers. We went some way during the year to developing a more rigorous Collections Policy. This work is not yet completed but I am hopeful it will be by the end of 2016. This will help direct our collecting, including gifts and bequests.

FINANCE

We continue to closely monitor and control our financial situation with the enormous assistance of Joe Groher, our Honorary Treasurer. Leasing 150 Hotham Street, and tightening our belts, has reduced our annual deficit but we still have a way to go to improve our financial position further to ensure our long term financial sustainability.

TRUSTEES RESIGNATIONS AND APPOINTMENTS

During the year Dr Graeme Blackman resigned as the National Trust’s representative on the WR Johnston following his resignation as Chairman of the National Trust (Victoria). With the unanimous agreement of the Trustees he was reappointed as an independent Trustee. Graeme has made a significant contribution to The Johnston Collection, especially through the Finance Committee, and I am delighted that his enthusiasm and skill remains available to us.

THANKS

I am constantly amazed at the dedication so many people have for The Johnston Collection. It is an infectious enthusiasm and I thank everyone who has made a contribution, no matter its size or scope. I particularly thank all the Volunteer Guides who do such an outstanding job taking visitors through the exhibition-house and others who volunteer their time housekeeping, cataloguing and doing a multitude of tasks. I also thank the hard working Committee of The Friends and particularly Sue Logie-Smith who stepped down after serving two times as President of The Friends.

I am extremely grateful to all those who have contributed to our OPENING DOORS 25th Anniversary Fundraising Appeal and I acknowledge the great work of my fellow Trustees, our Honorary Treasurer Joe Groher, and the wonderful staff lead by the indefatigable Louis Le Vaillant.

Peter Watts AM, Chairman
From the Director

The Johnston Collection continued to provide opportunities for our audiences to discover new art, artists and ideas with three successful exhibitions, more than fifty lectures, and many special events and programmes throughout the year.

In July, milliner and artist Richard Nylon guest-curated the House of Ideas series FEATHERING THE NEST | Richard Nylon Meets William Johnston. In this exhibition-house tour Nylon explored the big issues of birth, love and death in semi-autobiographical narratives using assemblages of objects from the Collection to construct new artworks. This was followed in November by our annual Christmas tour, JOYFUL & TRIUMPHANT | Christmas at The Johnston Collection 2015-2016 which featured the work of more than 170 makers from the Gippsland region. This exhibition was supported by Creative Gippsland, a cultural tourism network, and involved 12 craft groups along with individual artists.

In March we collaborated with one of Australia’s most awarded interior design studios, Hecker Guthrie for the annual William Johnston and his Collection tour WILLIAM JOHNSTON’S EMPORIUM. In this exhibition Fairhall was reimagined as a fictional ‘William Johnston’s Emporium’, an idea inspired by Johnston’s professional life as a window dresser at the Melbourne department store Buckley & Nunn’s, and later as an antiques trader, with the objects in the Collection presented in arrangements typical of retail spaces - stacked, disassembled or packed up, ready to be sold, transported or purchased.

Our menu tours focusing on particular areas in the Collection were presented throughout the year along with a number of specially curated programmes for Melbourne cultural events including the Melbourne Food & Wine Festival, the Virgin Australia Melbourne Fashion Festival, Open House Melbourne, and Melbourne Spring Fashion Week.

We continued to encourage learning and a spirit of conversation with lectures, study series and special events throughout the year. These included the Study Series, À La Mode, a series of ten lectures exploring fashion, history and art; the Scottish study series By Yon Bonnie Brae reflecting on the themes of Scotland and Scottish identity; The Jane Austen Series 2015 and 2016, celebrating 200 years since the publication of Emma; and the Sylvia Sagana study series Bonnie Scotland and La Belle France exploring the relationship between France and Scotland during the 18th and 19th centuries.

In September we hosted a performance event, Ménage À Trois | MATERIALBYPRODUCT & Richard Nylon Millinery at The Johnston Collection, a collaboration between the museum, Richard Nylon, and fashion house, MATERIALBYPRODUCT; and in May we presented an exclusive master class, From Old To New Luxury with Giorgio Riello, Professor of Global History and Culture at the University of Warwick and Peter McNeil, Professor of Design History at the University of Technology Sydney.

We also provided a series of special events throughout the year for members of The Friends of The Johnston Collection to further encourage learning and a sense of community.

We were thrilled to receive two prestigious awards this year. In August, The Johnston Collection was Highly Commended at the Museums Australia (Victoria) Victorian Museums Awards 2015 for the exhibition-house tour, AN ENGLISHMAN ABROAD: At Home in British India with guest curator Dr James Broadbent. In May, the museum was awarded the prestigious Temporary or Travelling Exhibition Level 1 Award for the exhibition-house tour FEATHERING THE NEST | Richard Nylon meets William Johnston at the 2016 Museums and Galleries National Awards (MAGNA) ceremony held in Auckland. This was the first time we had achieved recognition with a national award.

We also continued our OPENING DOORS campaign to raise much-needed funds to enable us to continue to provide extraordinary art and experiences and to preserve William Johnston’s legacy into the future. I thank our energetic fundraising committee led by Lisa Arrowsmith and all our generous donors this year for their support.

I am so very proud of everything that we have achieved together this year and I thank you for being a part of our community and for making The Johnston Collection the welcoming and vibrant place that it is.

Louis Le Vaillant, Director | Curator
What we do

“The Collection and your programs help to make Melbourne a wonderful place.”

NAOMI CASS, CENTRE FOR CONTEMPORARY PHOTOGRAPHY, EMAIL 25 NOVEMBER 2015

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

Through a diverse range of programmes, The Johnston Collection aims to encourage visitors to the 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, The Johnston Collection aims to challenge visitors’ assumptions about the visual arts and design.

The Johnston Collection was bequeathed as a gift to the people of Victoria by William Robert Johnston (1911-1986), a prominent 20th century collector and antique dealer. Johnston’s collection, comprising more than 1,300 items, is displayed in a constantly changing domestic setting without ropes or barriers in his former residence, Fairhall.

GOALS AND 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 diverse audiences with access, understanding, and enjoyment of the Collection through public programs, special exhibitions, publications, education and research of the highest calibre.

enrich people’s lives and inspire individuals and those in the creative industries by providing an engaging view of life and art, especially relating to Johnston’s collection from the English Georgian and Regency period, and promoting knowledge, understanding and enjoyment of the designed world.

to research and stimulate scholarship in the history of visual arts and design, and the history of collecting especially from the English Georgian and Regency period.

promote, develop and contribute to the Australian creative economy by facilitating and commissioning specific exhibitions incorporating new work by contemporary writers, thinkers, designers and makers.

operate with financial and organisational initiative and efficiency.
Who we are in 2015:
The WR Johnston Trust
Who we are in 2016

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 appointment of a Patron of The WR Johnston Trust was created in 2009. The role of the Patron includes promoting The WR Johnston Trust and the Collection in the wider community.

PATRON
MR RODNEY DAVIDSON AO OBE LLB*

Rodney Davidson was a solicitor and a company director by profession and a patron of Victoria’s arts and heritage. Mr Davidson was 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 was its Patron. He was President of The Friends of The Baillieu Library from 1978 to 1996 and was its Patron from 2002. He was Chairman of The W R Johnston Trust from 1995 to 2009 and became the Patron of The Johnston Collection in 2009. He was Chairman of the Australian Council of National Trusts for 10 years before becoming Patron. Other board chairmanships and memberships have included the Australian Opera Foundation, Royal Exhibition Buildings Trust Melbourne, The Capland Foundation, L’Oiseau-Lyre Paris, and the Historic Buildings Preservation Council. Rodney Davidson 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).

*Rodney Davidson died on 13 April 2016.

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 served 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.

MR 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 fundraising 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 L BLACKMAN AO | Trustee**

Dr Graeme Blackman is a Director of the Australian Youth Orchestra, Chairman of Aged Care peak body Leading Age Services Australia, Chancellor of the University of Divinity, Chairman of the National Stem Cell Foundation of Australia and a Director of the Melbourne Anglican Diocesan Corporation. He is the immediate past Chairman of the National Trust of Australia (Victoria), a former Chairman of Anglicare Victoria and a former member of Archbishop in Council for the Anglican Diocese of Melbourne. He is a director or trustee of a number of other key not for profit organisations.

**MR PETER WALSH | Trustee**

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

**MR JOE GROHER | Honorary Treasurer**

Joe Groher is a recently retired Chief Financial Officer with extensive experience in governance, budgets and risk management, along with strategic planning and business process improvement. His previous roles included the Financial Controller and CFO with the Environment Protection Authority (Victoria) and he was the Manager Financial Services at both the City of Melbourne and City of Greater Geelong Councils. He also worked in the commercial environment for 18 years with Shell Australia.

**THE JOHNSTON COLLECTION STAFF**

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

- **Louis Le Vaillant**
  - Director | Curator (1.0 FT)

- **Fil Natarelli**
  - Manager Marketing & Administration (0.6 PT)

- **Felicity Cook**
  - Marketing & Administration (0.4 PT)

- **Luke Mann**
  - Accountant (0.6 PT)

- **Sue Chapman**
  - Visitor Services, Retail (0.2 PT)

- **Irene Villis**
  - Visitor Services (0.6 PT)

- **Leanne Willson** (commenced February 2016)
  - Visitor Services (0.4 PT)

**THE JOHNSTON COLLECTION CONTRACT STAFF**

- **Bernadette Dennis** (Sir Wilfred Brookes Charitable Trust Prospect Researcher)
  - (to January 2016)
The Ambassadors

The Ambassadors are drawn from a variety of backgrounds, providing unique insights and expertise to The Johnston Collection. They also offer valuable connections and play a key role in promoting The Johnston Collection to the wider community, along with encouraging bequests and donations. The Ambassadors also help to facilitate loans for exhibitions and other programs at The Johnston Collection and assist in making links with other institutions.

Currently they are a group of five 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.

This year the Ambassadors continued their valuable work promoting The Johnston Collection to outside specialists. With the generous support of TJC Ambassadors, Mr Roger Brookes and Andrew Dixon, the Sydney-based Australian Silver Society continued their bi-monthly series of Silver Talks at The Johnston Collection.

Other activities the Ambassadors were involved in this year include assisting with the loan of items for the Fairhall exhibition-house tour, FEATHERING THE NEST (2015) as well as working throughout the year to forge links with other house-museums and cultural institutions in and around Melbourne.

AMBASSADORS

Mr Peter Walsh (Trustee representative)
Mr John Brookes
Mr Clive H (Roger) Brookes
Mr William (Bill) Davis
Mr Andrew Dixon
Mrs Robyn Ives (honorary member)

above | maker’s mark for Frederick Hill, Dublin teapot, Ireland, hallmarked 1897-1898 Sterling silver, ebony, The Johnston Collection (A1380-2016) purchased with funds provided by Mr Andrew Dixon, Melbourne
The Friends of The Johnston Collection has played an important role in the life of The Johnston Collection since the group was first established in 1999.

The Friends support the development of the Collection through events and promoting the work of The Johnston Collection, along with raising funds for acquisitions for both the Collection and the Reference Library, for restoration projects in Fairhall, for museum equipment, and for support of The Johnston Collection programs, including exhibition-house tours and lectures. The Friends is managed by a Working Committee elected from the membership body.

The Friends of The Johnston Collection had 231 members in 2015 | 2016, a membership increase of 10% over the previous year.

In addition, The Friends provided $16,422 to support the operations of the museum, including $10,000 support for both the FEATHERING THE NEST | Richard Nylon meets William Johnston and WILLIAM JOHNSTON’S EMPORIUM | Hecker Guthrie rearranges William Johnston’s Collection exhibition-house tours, and for many of the lectures presented in 2016.

THE FRIENDS OF THE JOHNSTON COLLECTION COMMITTEE 2015

Sue Logie-Smith (President until December 2015)
Robbie Brooks (Secretary)
Mary Bourne (until August 2015)
Sheila Butler (until August 2015)
Jenny Carty (until August 2015)
Bernadette Dennis
Heather Mallinson
Julie Nicholson
Sue O’Flynn
Tony Preston
Barbara Summerbell
Cathy Trinca
Jean Verwey (until August 2015)
Volunteers

We are very fortunate to have the support of a large team of volunteer guides and volunteers at The Johnston Collection who play a vital role in the operation of the museum, allowing us to extend the programmes and services that we offer.

These volunteers, who come to us from a variety of backgrounds and with a broad range of skills, are extremely dedicated and passionate about their work at The Johnston Collection. Volunteers are pivotal in the running of the programme of events in Fairhall exhibition-house, as well as in the Shop and Reference Library. Volunteers also assist The Johnston Collection staff in curatorial, administrative, and publication editorial roles throughout the year.

In 2016 The Johnston Collection engaged 68 volunteers. Thirty-one of these volunteers worked as Volunteer Guides rostered on every weekday and on the second Saturday and third Thursday evening of each month, taking visitors on guided tours through Fairhall exhibition-house. Another 16 volunteers worked in curatorial, administrative and editorial roles and another 21 volunteers sat on The WR Johnston Trust committees and The Friends of The Johnston Collection committees throughout the year.

Training for these tours involved working with guest curators, Richard Nylon (FEATHERING THE NEST) Paul Hecker and Hamish Guthrie (WILLIAM JOHNSTON’S EMPORIUM) and with makers from Gippsland for the Christmas tour (JOYFUL & TRIUMPHANT). During these training sessions Volunteer Guides learn of the conception and the processes involved in the curation of the tours – or, in the case of the Christmas exhibition – behind the makers works, enabling Volunteer Guides to deliver a fresh and informed presentation for each new tour and to work directly with some of Australia’s leading artists and designers.

Some Volunteer Guides also initiated, developed and trained Volunteer Guides to present Special Menu tours (Unlocking The Collection, Fairhall & Flowers, and Staffordshire Stories) as well as preparing for the three regular exhibition-house tours.

VOLUNTEER GUIDES

Volunteer Guides impart their extensive knowledge and passion for the visual arts and design 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, enable visitors to view and appreciate the visual arts and design in new and interesting ways.


Volunteer Guides

Elizabeth Anderson
Lisa Arrowsmith
Deirdre Basham
Dani Balmford
Marguerite Bell
Ellen Dickison
Denise Farmery
Sue Flanagan
Charles French
Sandy Gumley
Jan Heale
Walter Heale
Yvonne Hildebrand
(passed away April 2016)
Anne Hodges
Robyn Ives
Karina James

Donna Jones
Irianna Kannellopoulou
Suzanne Katz
Louise Kinder
Wendy Lee
Linda McFadgen
Paul Mitchell
Dorothy Morgan
Roisin Murphy
Christine Newcombe
Trish Nilsson
(untiil March 2016)
Anna Paule
Rosemary Ramage
Christine Symons
Julie Thompson
Denise Way
Sue Williams
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 positions such as assisting in the selection and purchase of items for the shop as well as pricing, displaying goods and customer service.

VOLUNTEERS
Holly Barbaro
Curatorial & Collection
Michael Barrett
Library
Christine Bell
Curatorial & Collection
Robbie Brooks
Retail
Helga Butler
Administration
Maggie Cash
Housekeeper
Diana English
Administration
Anne Glynn
fairhall Editor
Sharon Gruber
Curatorial & Collection
Jenny Hamilton
Retail & Administration
Maggie Milsom
Curatorial & Collection
Dorothy Morgan
Curatorial & Collection
Anne Neri
Curatorial & Collection Volunteer
Helen Raftis
Guide Facilitator
Faye Rance
Retail Assistant
Helen Rawling
Library Assistant
Barbara Summerbell
Researcher & Retail Assistant
Sarah Varlen
Visitor Services

FUNDRAISING FUNCTIONS COMMITTEE

The Fundraising Functions Committee met regularly to plan fundraising events for the coming year. The Committee’s focus this year was on organising the inaugural Gala Dinner to be held at Cranlana, Toorak in July 2016.

FUNDRAISING FUNCTIONS COMMITTEE 2016
Elizabeth Anderson (Volunteer Guide)
Lisa Arrowsmith (Volunteer Guide)
Holly Barbaro (Volunteer)
Bernadette Dennis (Prospect Researcher)
Anne Hodges (Volunteer Guide)
Linda McFadgen (Volunteer Guide)
Anna Paule (Volunteer Guide)

above | Volunteer guides Walter Heale and Jan Heale receive their certificate of appreciation at our volunteers end of year function.
Our Supporters

OPENING DOORS FOUNDATION DONORS

In 2016 The Johnston Collection consolidated its OPENING DOORS / The 25th Anniversary Fundraising Appeal with 22% of the target achieved by 30 June 2016.

The fundraising appeal was launched in May 2015 to secure the long-term future of the museum with a target of $1 million to be raised over two years. The objective is to raise sufficient funds to enable the revitalisation and upgrading of Fairhall exhibition-house and garden; and for funds to enable the museum to continue to present innovative public programmes including the commissioning of new works by Australian artists, designers, and creative communities.

The Johnston Collection applauds the generous support of the OPENING DOORS appeal by the following individuals and foundations:

**MINTON** $50000

The Marjorie M. Kingston Charitable Trust

**Chelsea** $5000+

Lisa Arrowsmith
Maggie Cash
Andrew Dixon
Anne & Graham Hodges
Sir Wilfred Brookes Charitable Trust

**Sheraton** 1000+

ADFAS Melbourne
Sirius Foundation Ltd
Holly & Joseph Barbaro
Christine Bell
Carol des Cognets
Diana English
Anne & Peter Glynn
Sandy & Stephen Gumley
Robyn & Bill Ives
Karina & Sholto James
Dorothy Morgan
Robert Thomson & Hugh Ratten
Cathy & Philip Trinca
Peter Walsh
Peter Watts AM

**Coalport** $500+

anonymous (2)
Dani Balmford
Louise Box
Bronwen Cavallo
Jennifer Carty
John S Chambers
Sally Cooper
Bernadette Dennis
Sharon & Joe Graher
Jan & Walter Heale
Irene Irvine
Donna Jones
Irene Kearsey
Vivien Knowles
Zara Kimpton QAM
Sue Logie-Smith
Heather Mallinson

Patricia Nilsson
Rosemary (Posey) O’Collins
Rosemary Stipanov

**OTHER**

anonymous (2)
Pamela Bailie Palmer
James Baxter
Barbara Beard
Sheila Butler
Adrian Dickens
Diana Dolan
Keira Gee
Pamela Hartman
Allan Hamilton
Darren Head
Sally Holdsworth
Helen Hunwick
Victoria Jennings
Gillian Lambert
Rabyn Lateef
Lynette McAllister
Andrea & John Maynard
Leonie Moran
John Nairn
Sue O’Flynn
Susan Perry
Lisbeth Phillips
Jesse Raaen
Elspeth Riggall
Anne Riseborough
Jennifer Ross
Susan Scollay
Pamela Spradbery
Richard Stuart-Smith
Marjorie Todd
Margaret Toomey
Jane Walters
Judy Watts
Sue Williams
Kerry Viksne
Margaret Ygoa

Information correct as of 30 June 2016
**THE FRIENDS OF THE JOHNSTON COLLECTION DONORS**

The Johnston Collection is proud to acknowledge the generous support and encouragement that it receives through annual giving. The following have given over $20:

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<tr>
<td>+ made donations to the Collection in 2015-2016</td>
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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 bequest

CULTURAL LOANS
The Johnston Collection would like to acknowledge the many private and public lenders for their support of The Johnston Collection exhibition-house tours.

SPONSORS & SUPPORTING PARTNERS

FEATHERING THE NEST:
Richard Nylon meets William Johnston | exhibition-house tour

Christine Bell
Gwendolynne Burkin
Andrew Dixon
North St Flowers
Richard Nylon
The Friends of The Johnston Collection

JOYFUL & TRIUMPHANT
Christmas at The Johnston Collection 2015 – 2016 | exhibition-house tour
Creative Gippsland

WILLIAM JOHNSTON’S EMPORIUM
Hecker Guthrie rearranges William Johnston’s Collection | exhibition-house tour
Hecker Guthrie
The Friends of The Johnston Collection

THE FRIENDS OF THE JOHNSTON COLLECTION

PUBLICATIONS
Contributed funds towards the production and distribution of *fairhall* issues 15, 16 and 17.

PROGRAMMES
Contributed funds towards the development of *fairhall* exhibition-house tours


LECTURES
Contributed funds towards costs for bringing the following interstate lecturers:

‘TOO TRUE, TOO PERFECT’ | FASHION, FLOWERS AND BOTANICAL KNOWLEDGE
Peter McNeil | 15 July 2015

COLONIAL FASHION | WEARING IDENTITY
Rebecca Evans | 16 September 2015

FINE FEATHERS MAY MAKE FINE BIRDS, BUT DO THEY MAKE FINE LADIES?
Margot Riley | 23 September 2015

FLIGHTS OF FOOD FANTASY | FROM THE FIRST FLEET TO FEDERATION
Jacqui Newling | 30 September 2015

REVEALING AND CONCEALING IN THE ROCOCO INTERIOR
Georgina Cole | 7 October 2015

SELLING THE DREAM IN COLONIAL MELBOURNE
Edwin Barnard | 15 September 2015

PORCELAIN CASEBOOK | IT’S ALL THERE IN BLUE AND WHITE
22 July 2015 | Stephen Bowers

SCOTTY IN GUMNUT LAND | AUSTRALIAN EXPRESSIONS OF SCOTS

4 May 2016 | Margot Riley

ALLAN RAMSAY AND THE NATURAL PORTRAIT
Georgina Cole | 11 May 2016

SCOTTISH MIGRATION AND THE WOOL INDUSTRY IN COLONIAL AUSTRALIA
Rebecca Evans | 8 June 2016

PUBLIC FIGURES PRIVATE COLLECTORS | THE MACLEAY FAMILY AS COLLECTORS OF NATURAL HISTORY DRAWINGS
Anne Harbers | 21 June 2016

FROM OLD TO NEW LUXURY | FROM HOLLYWOOD STARS TO THE LATE QUEEN MOTHER AND EVERYTHING IN BETWEEN
Peter McNeil & Giorgio Riello | 3 May 2016

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
A JOURNAL OF DECORATIVE ARTS, DESIGN, HISTORY, AND MATERIAL CULTURE
(formerly known as Studies in the Decorative Arts)

APOLLO MAGAZINE | THE INTERNATIONAL ART MAGAZINE

V&A MAGAZINE
The official magazine of the Victoria and Albert Museum, London

Our Activities & Programmes

The Johnston Collection provides an extensive programme of changing exhibition-house tours, including menu tours and other specially curated exhibition-house tours, study series, lectures, and special events throughout the year.

It also runs a range of outreach programmes, engaging with local communities as well as providing internships and work experience for selected post-graduate and secondary school students.

The support group, The Friends of The Johnston Collection, runs its own series of events and activities, including the publishing of their magazine, fairhall, three times a year. Activities and ongoing educational enrichment programmes are also provided to Volunteer Guides and Volunteers throughout the year.

The Johnston Collection also incorporates a retail shop and a reference library.

“I have been several times to The Johnston Collection and have felt it is a Hidden treasure of the city…”

MARSHFISH, TRIP ADVISOR, 6 OCTOBER 2015


It was William Johnston’s wish that Fairhall be regularly rearranged and since it was first opened to the public in 1990, a regular programme of reinstallation and interventions of the permanent collection was established with creative individuals with a background in architecture, design, art, interiors, fashion and antiques, invited to rearrange (or ‘guest curate’) The Johnston Collection. From this, three distinct annual house tour series have emerged.

HOUSE OF IDEAS
PROJECT SERIES

In the House of Ideas project series, creative individuals from the broader arts community, such as those with a background in art, fashion design and architecture, are invited to guest-curate The Johnston Collection. In this series, guest curators use Fairhall as a site-specific installation space to reconceptualise the Collection, often incorporating their own work, or loan items, in their reconstruction of the exhibition-house.

The House of Ideas series, which runs from July to October each year, offers a radical interpretation of the Collection with the aim of generating new, more diverse, audiences.

FEATHERING THE NEST | RICHARD NYLON MEETS WILLIAM JOHNSTON

7 July 2015 – 20 October 2015

In 2015 milliner and artist Richard Nylon was invited to guest-curate the House of Ideas series. FEATHERING THE NEST | Richard Nylon meets William Johnston (7 July 2015 – 20 October 2015) was his response. For this exhibition-house tour Nylon drew on his tremendous knowledge of the English Regency and the French House of Bourbon which he often references in his millinery designs and which is one of the main periods and reigns represented in the museum’s core permanent collection.
In *FEATHERING THE NEST* Nylon explored the big issues of birth, love and death in semi-autobiographical narratives which he fused with the public and private life of William Johnston.

Using assemblages of objects from the Collection Nylon constructed new discrete artworks. In *The Yellow Room* installation *Farewell*, for example, Nylon explored ideas around the ‘glass delusion’ mental state of Charles VI of France, by constructing a silhouette of a human corpse from glass objects arranged on an Irish wake table.

In *The Green Room*, Nylon celebrated the ritual of getting out of bed, referencing the grandeur of King Louis XIV and his elaborate arising and dressing ceremony, the levee. In this assemblage, Nylon incorporated gold forks from the Collection to create a striking installation representing the sun’s rays. In *The White Room* installation, *Veil*, Nylon used white and gold objects from the Collection and introduced a bevy of veils alluding to his studio, Richard Nylon Millinery & Bridal. In this room Nylon explored ideas around lost love with reference to both his own life and William Johnston’s. The room included a poignant assemblage of glass chandelier ‘tears’ from the Collection which were threaded down from the ceiling creating a veil shrouding Nylon’s deceased sister, Deirdre’s own bride doll.

*FEATHERING THE NEST* challenged visitors to view the objects in the Collection not just as objects with their own particular histories but as items in a tool-kit or characters in a language that can be constructed into new discrete artworks conveying personal narratives.

Accompanying the exhibition-house tour was a Study Series, *À LA MODE*, a series of ten lectures presented by well-known art, cultural and fashion historians, exploring the social and cultural worlds where art, fashion and design meet, and a ‘Walk & Talk’ series with the guest curator, where Richard Nylon took small groups of visitors through *Fairhall*, discussing his rearrangement, providing visitors with a greater insight into his collaboration with The Johnston Collection.

The Johnston Collection’s vision for this tour was to broaden its audience, in particular, to engage new audiences from the contemporary fashion, design and visual arts community, as well as repeat visitors, to the Collection.

*FEATHERING THE NEST* drew many first time visitors to the Collection. The tour was promoted on The Johnston Collection’s social media accounts – Instagram, Facebook and Twitter – receiving a good response. The Johnston Collection also targeted arts and fashion media in its marketing campaign for this tour, resulting in broad coverage of the event in radio, print and online. ABC radio National’s ‘Books & Arts’ programme ran a feature on *FEATHERING THE NEST* which was broadcast nationally drawing many interstate visitors to the museum. The tour also received coverage in *The Sunday Age* and *The Weekly Review* and in online arts journal *Trouble* magazine and wide coverage in online fashion journals, blogs and forums, including *Japanese Vogue Magazine* and *Voxfrock*, creating further awareness of the museum within the fashion communities.

*FEATHERING THE NEST* was officially launched by Katie Somerville, Senior Curator, Fashion & Textiles, National Gallery of Victoria, at an opening function held at The Johnston Collection on 14 July 2014.

“I went to this and it was so fantastic!!! You guys would love it.”

@JELLNPH, INSTAGRAM, JULY 2015

**CHRISTMAS AT THE JOHNSTON COLLECTION**

Each year since 2006, The Johnston Collection has commissioned makers from a different region of Victoria to create new works drawn from aspects of the Collection or relating to the life of William Johnston. This exhibition, which runs from November to February, offers an ‘inspired’ interpretation of the Collection.

Hundreds of makers are involved in producing the work for this popular tour each year, working on their projects for up to 18 months before the show. The commissioned works are displayed in *Fairhall* against the backdrop of William Johnston’s collection.

This exhibition promotes the work of regional makers to a large state-wide audience, providing for a greater recognition and appreciation of regional creativity.

The exhibition also promotes contemporary responses to the Collection by encouraging makers to challenge traditional practice and to explore new contemporary practice and ideas, enabling the makers to develop their art and craft practice further. This has in turn helped to re-invigorate the guilds, societies and communities that most of the participating makers belong to.
JOYFUL & TRIUMPHANT | Christmas at The Johnston Collection 2015–2016

5 November 2015 – 24 February 2016

In 2015 | 2016 more than 170 makers from the Gippsland region were invited to participate in the exhibition JOYFUL & TRIUMPHANT | Christmas at The Johnston Collection 2015-2016. The exhibition was supported by Creative Gippsland, a cultural tourism network, and involved 12 craft groups as well as individual artists. JOYFUL & TRIUMPHANT engaged makers from the small towns and farms right across the Gippsland region, including those living in some of the remotest parts of Victoria. Participants included the Bairnsdale Lacemakers, Cooinda Hill; Fusion FAN Inc.; Gum Leaf Quilters | Churchill Neighbourhood Centre; Latrobe Country Guidance Group; PAGE | Paper Art Gippsland East; Primary Patchworkers of Sale; Riviera Quilters; Sale Lacemakers; The Bond Family; The Cake Decorators Association of Victoria Inc. (Warragul Committee and Leongatha Branch); The Embroiderers Guild, Victoria (Leongatha Country Group); The West Gippy Group (Members of the Baw Baw Arts Alliance) | Bbaandit Yarners; and independent artists (See Appendix 1 for full list of contributors).

By engaging with makers from a different region of Victoria each year The Johnston Collection continuously seeks new and diverse audiences. JOYFUL & TRIUMPHANT generated new audiences for The Johnston Collection from the makers’ local Gippsland communities who came to Melbourne to see The Johnston Collection usually for the first time, helping us achieve our aim of providing greater access to the Collection and promoting broader and more inclusive enjoyment, knowledge and understanding of the visual arts and design.

The brief given to contributors (which is the same each year) is that the work should be inspired by objects in The Johnston Collection, the story of William Johnston and Christmas itself. The makers work on their pieces for over eighteen months with some individual pieces taking hundreds of hours to complete. The Sale Lacemakers for example, spent more than 600 hours creating their lacework decorations. In the process of making their work for JOYFUL & TRIUMPHANT, many of the makers practiced the old crafting tradition of meeting to talk and tell stories while they worked on their pieces. In some instances whole communities were involved in the creation of their work. The Gum Leaf Quilters from Churchill for example, engaged a number of adults with different abilities to assist in making some of their items for the exhibition. This tour was widely promoted to local media throughout Gippsland including local newspapers, community radio stations, as well as to community organisations and local businesses.

above | Fairhall: The Bedroom (room decorations designed and made by makers from the Gippsland region for JOYFUL & TRIUMPHANT | Christmas at The Johnston Collection 2015, November 2015 – February 2016) Photographer Adam Lustick | Lust Photography
A feature article on the exhibition appeared in The Weekly Times, a major rural newspaper in Victoria, promoting the exhibition to a state-wide rural readership drawing visitors to the museum from other parts of Victoria.

JOYFUL & TRIUMPHANT was officially launched by Harriet Shing MP, Member for Eastern Victoria Region at an opening function held at The Johnston Collection on 4 November 2015.

After the JOYFUL & TRIUMPHANT show finished at The Johnston Collection, the work created for the project was exhibited again at two public regional galleries in Gippsland in 2016 – the Latrobe Regional Gallery, Morwell (16 April to 12 June 2016) and the East Gippsland Gallery, Bairnsdale (24 June to 23 July 2016).

“Thank you for the wonderful opportunity to exhibit at The Johnston Collection this year. It has been a fascinating learning experience challenging us to develop different aspects of our art and techniques.”

CHERYL KANE, CONTRIBUTOR TO JOYFUL & TRIUMPHANT, LETTER, 6 NOVEMBER 2015

WILLIAM JOHNSTON AND HIS COLLECTION

In the William Johnston and his Collection tour, individuals from the wider community are invited to rearrange Fairhall, generally 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.

WILLIAM JOHNSTON’S EMPORIUM | Hecker Guthrie rearranges William Johnston’s Collection

11 March – 28 June 2016

For the William Johnston and his Collection tour in 2016 The Johnston Collection collaborated with one of Australia’s most awarded interior design studios, Hecker Guthrie. The studio, founded by Paul Hecker and Hamish Guthrie, is a multi-disciplinary practice which is based in Melbourne and with clients all over the world.

In this exhibition-house tour, Fairhall was reimagined as a fictional ‘William Johnston’s Emporium’, an idea inspired by Johnston’s professional life, beginning with his work as a window dresser at the Melbourne department store Buckley & Nunn’s, and later as an antiques trader who loved to scour stores and markets around the world to find his next acquisition.

In WILLIAM JOHNSTON’S EMPORIUM, Hecker Guthrie considered the origin, object type, materiality and scale of objects in the Collection...
and presented them in arrangements typical of retail spaces such as stacking, disassembling parts or packed up, ready to be sold, transported or purchased.

In this tour, Fairhall was presented as the workplace of a successful antique dealer. The Study for example, was filled with mirrors ready for a buyer; the Green Room was set up like storage space at the back of a shop with tables and chairs piled on top of each other; and in the Kitchen the Collection’s tableware was displayed with protective paper appearing as a recently arrived shipment of china in the process of being unpacked. In other rooms there were chandelier parts in drawers, tables crowded with like objects such as Staffordshire pottery, porcelain vases or gold cutlery and, in the Bedroom, the Collection’s colonial Indian four-poster bed was taken apart and presented in pieces leaning against a wall as if waiting to be shipped. Swing tags printed with ‘William Johnston’s Emporium’ were attached to most of the items on display, further reinforcing the idea of Fairhall as a shop.

The Johnston Collection promoted WILLIAM JOHNSTON’S EMPORIUM to the visual arts and design media. A feature article on the exhibition appeared in the Saturday Age Spectrum supplement. It was also promoted by Belle magazine, and Australian Design Review online. WILLIAM JOHNSTON’S EMPORIUM also featured on Postcards on Channel 9 resulting in wide publicity for the tour and increased visitation. WILLIAM JOHNSTON’S EMPORIUM | Hecker Guthrie rearranges William Johnston’s Collection was officially launched by Lady Potter AC, at an opening function held at The Johnston Collection on 17 March 2016.

“Just went through this fabulous display on Monday… I absolutely loved it.”

KARIN BOOTH, FACEBOOK, 28 JUNE 2016

OTHER EVENTS

SPECIAL EVENT | A MAD TEA PARTY

11 September 2015

To celebrate the 150th anniversary of the publication of Lewis Carol’s Alice in Wonderland, a tour of Fairhall to see the exhibition FEATHERING

THE NEST was followed by a special tea party in the Kent Room.

“Thank you so much for your outstanding effort and creating one of the best days I have ever experienced at the Collection”

RUSSELL OKE, LETTER, 22 SEPTEMBER 2015

SPECIAL ‘MENU’ TOURS

In addition to the three main exhibition-house tours each year, special menu tours are presented focusing on a particular area of the Collection, enabling visitors to see aspects of items in the Collection that are often hidden or go unnoticed during other Fairhall tours.

UNLOCKING THE COLLECTION

The Unlocking The Collection exhibition-house menu tours were programmed for one day each month from July to October 2015 and again from April to June 2016. The Unlocking The Collection menu tour allowed visitors to see the hidden features of items in the Collection. Working in pairs, volunteer guides unlocked cupboards, pulled out secret drawers and lifted the lids and covers of objects, to reveal the often intricate and embellished interiors of pieces in the Collection.

STAFFORDSHIRE STORIES

The Staffordshire Stories exhibition-house menu tour was presented on one day each month from July to October 2015 and again from April to June 2016. This tour focused on the Staffordshire figures that were of special interest to William Johnston, exploring the popular and historical subjects that the figures represent.

FAIRHALL & FLOWERS

The Fairhall & Flowers exhibition-house menu tour was programmed for one day each month from July to October 2015 and again from April to June 2016. This special tour explored the social and cultural histories of botanical motifs through their representation on porcelain, printings, furniture and other decorative objects in the Collection.
Study Series

In conjunction with our regular lecture series, The Johnston Collection 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 continue with themes explored in a concurrent exhibition-house tour.

**STUDY SERIES | À LA MODE**

‘TOO TRUE, TOO PERFECT’ | FASHION, FLOWERS AND BOTANICAL KNOWLEDGE

**15 July 2015**

Peter McNeil, Professor of Design History, University of Technology Sydney

**A TRIBUTE TO MODERN FASHION ARTISANS**

**29 July 2015**

Karen Webster, Deputy Head of Fashion and Textiles, RMIT University

**OF CLOSETS AND DRAWING ROOMS | SPACES, OCCASIONS AND DRESS**

**12 August 2015**

Sophia Errey, artist, art educator and writer

**MORE FUN IN THE MILLINERY DEPARTMENT**

**Wednesday 5 August 2015**

Richard Nylon, milliner and artist, in conversation with Janice Breen Burns, editor of Voxfrock

**FASHION IN THE DIGITAL AGE | WHY THIS IS THE MOST IMPORTANT TIME IN FASHION HISTORY**

**26 August 2015**

Phoebe Montague, fashion blogger

**COLONIAL FASHION | WEARING IDENTITY**

**16 September 2015**

Rebecca Evans, Assistant curator, Museum of Applied Arts And Sciences, Sydney

“If you haven’t seen it yet, this is one of the most interesting museums in Australia, and they’re also running a great series of accompanying lectures. I’ve been to several about fashion and I can highly recommend them.”

NICOLE JENKINS, CIRCA BLOG, 28 AUGUST 2015
FINE FEATHERS MAY MAKE FINE BIRDS, BUT DO THEY MAKE FINE LADIES?
23 September 2015
Margot Riley, cultural historian

FLIGHTS OF FOOD FANTASY | FROM THE FIRST FLEET TO FEDERATION
30 September 2015
Jacqui Newling, resident gastronomer, Sydney Living Museums

REVEALING AND CONCEALING IN THE ROCOCO INTERIOR
7 October 2015
Georgina Cole, art teacher

FLOWERS, FEATHERS, FASHION
Wednesday 14 October 2015
Dorothy Morgan, history graduate and guest curator

JANE AUSTEN SERIES 2015
EMMA: ‘A HEROINE WHOM NO-ONE WILL LIKE’
24 September 20 15
John Wiltshire, Adjunct Professor, La Trobe University

RE-READING EMMA
1 October 2015
John Wiltshire, Adjunct Professor, La Trobe University

GETTING DRESSED WITH JANE AUSTEN
3 September 2015
Lise Rodgers, dramatic performer

JANE AUSTEN’S CHRISTMAS
16 October 2015
Lise Rodgers, dramatic performer

SCOTTISH STUDY SERIES | BY YON BONNIE BRAE
MR JOHNSTON(E)’S ALVA
16 March 2016
Richard Aitken, architect, curator and historian

REVISITING THE ADAM STYLE | DESIGN, ENLIGHTENMENT, AND EIGHTEENTH-CENTURY SCOTLAND
23 March 2016
Suzanne Fraser, doctoral candidate, University of Melbourne

THE FIRST SCOTTISH KING OF ENGLAND
30 March 2016
Ian George, art critic

THE ARCHITECTURAL LEGACY OF THE SCOTS IN THE WESTERN DISTRICT OF VICTORIA
6 April 2016
Harriet Edquist, professor of Architectural History, School of Architecture and Design, RMIT University
‘CRUEL IS THE SNOW THAT SWEEPS GLENCOE’: GLENCOE AS AN EMOTIONAL LANDSCAPE
7 April 2016
Gordon Raeburn, Postdoctoral Fellow at the CHE University of Melbourne node

THE SECOND SCOTTISH KING OF ENGLAND
13 April 2016
Ian George, art critic

A JOURNEY TO THE WESTERN ISLANDS OF SCOTLAND
19 April 2016
John Byrne, Governor, Dr Johnson’s House, London

SCOTTY IN GUMNUT LAND | AUSTRALIAN EXPRESSIONS OF SCOTS
4 May 2016
Margot Riley, cultural historian

ALLAN RAMSAY AND THE NATURAL PORTRAIT
11 May 2016
Georgina Cole, art historian

TANGIBLE MEMORIES
25 May 2016
Patricia Tryon Macdonald, curator

IDENTITY AND ROMANCE: THE CELTIC REVIVAL IN JEWELLERY AND OBJECTS
1 June 2016
Sophia Errey, artist and writer

PRIDE OF SCOTLAND | A STORY OF SCOTLAND’S UNIQUE SILVER AND SILVERSMITHING
7 June 2016
Ben Staunton, specialist on silver

SCOTTISH MIGRATION AND THE WOOL INDUSTRY IN COLONIAL AUSTRALIA
8 June 2016
Rebecca Evans, Curator of Decorative Arts, Art Gallery of South Australia

PUBLIC FIGURES PRIVATE COLLECTORS | THE MACLEAY FAMILY AS COLLECTORS OF NATURAL HISTORY DRAWINGS
21 June 2016
Anne Harbers, independent scholar in art history

SAVAGE NATIONALISM | TARTAN FROM WILLIAM WALLACE TO ALEXANDER MCQUEEN
Wednesday 22 June 2016
Dorothy Morgan, guest curator and lecturer at The Johnston Collection
THE SYLVIA SAGONA STUDY SERIES | BONNIE SCOTLAND LA BELLE FRANCE
Sylvia Sagona specialist on 19th century French society.

THE EMPRESS Eugénie: A KIRKPATRICK ON THE THRONE OF FRANCE
14 April 2016

THE LEGEND OF FINGAL: THE GREAT 18TH CENTURY GAELIC LITERARY HOAX WHICH FOOLED GOETHE, NAPOLEON, SCHUBERT AND VOLTAIRE
21 April 2016

THOMAS BLAIKIE: THE SCOTTISH LANDSCAPE GARDENER OF MALMAISON, PARC MONCEAU AND THE BAGATELLE
28 April 2016

EUGENE BARILO VON REISBERG STUDY SERIES
Eugene Barilo von Reisberg, lecturer and art consultant

FRANZ XAVER WINTERHALTER: AT THEIR MAJESTY’S SERVICE
10 May 2016

QUEEN VICTORIA’S SCOTTISH IDYLL
Wednesday 15 June 2016

A PRINCESS FOR SCOTLAND: MARIE DUCHESS OF HAMILTON
28 June 2016

JANE AUSTEN SERIES 2016
FANNY BURNEY AND ‘MAD KING GEORGE’
2 June 2016
John Wiltshire, Emeritus Professor, La Trobe University

ROMANCE AT COURT
9 June 2016
John Wiltshire, Emeritus Professor, La Trobe University

A NEW DRESS FOR EMMA
18 February 2016
Lise Rodgers, dramatic performer

’A MOST LUXURIOUS STATE’: MEN AND MUSIC IN JANE AUSTEN’S NOVELS
12 April 2016
Gillian Dooley, Honorary Senior Research Fellow in English, Flinders University
PROJECT SERIES

MÉNAGE À TROIS | MATERIALBYPRODUCT & RICHARD NYLON MILLINERY AT THE JOHNSTON COLLECTION

9 September & 10 September 2015

GETTING DRESSED WITH JANE AUSTEN

3 September 2015
Lise Rodgers, dramatic performer

SPECIAL SERIES

MELBOURNE STORIES

SELLING THE DREAM IN COLONIAL MELBOURNE

15 September 2015
Edwin Barnard, author and designer

CHARACTERS OF MELBOURNE

29 September 2015
Stephen Banham, typographer and writer

COLONIAL STYLE AND FASHIONABLE MELBOURNE

27 April 2016
Laura Jocic, curator

PRAHRAN MARKET | A JOURNEY FROM TEMPORARY OUTDOOR MARKET TO CHEFS’ GOURMET PARADISE

18 May 2016
Lesley Sharon Rosenthal, writer and filmmaker

LECTURES & WORKSHOPS

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

PORCELAIN CASEBOOK: IT’S ALL THERE IN BLUE AND WHITE

22 July 2015
Stephen Bowers, ceramic artist
THE QUEEN’S PRIVATE DIAMOND COLLECTION

6 August 2015
Adrian Dickens, jeweller

NOTABLE CONNOISSEURS’ MUSEUMS EUROPEAN AND AMERICAN PARALLELS TO THE JOHNSTON COLLECTION

2 September 2015
William Johnston, Professor of History, University of Massachusetts

THE HUNT & THE CHASE: FIELD SPORTS IN VICTORIAN, EDWARDIAN AND MODERN ENGLAND

20 October 2015
John Byrne, Governor, Dr Johnson’s House, London

THE POSSESSIONS OF THE DUKE AND DUCHESS OF WINDSOR | ART OR OBSESSION?

26 May 2016
Adrian Dickens, jeweller

MASTERCLASS
FROM OLD TO NEW LUXURY | FROM HOLLYWOOD STARS TO THE LATE QUEEN MOTHER AND EVERYTHING IN BETWEEN

3 May 2016
Peter McNeil, Professor of Design History, University of Technology Sydney and Giorgio Riello, Professor of Global History and Culture and Director of the Institute of Advanced Study at the University of Warwick

BELOW | Lecturer at The Johnston Collection, Rebecca Evans, Assistant Curator, Museum of Applied Arts & Sciences, Sydney for Colonial Fashion | Wearing Identity 16 September 2015
Buildings & Collection
BUILDINGS

The Johnston Collection continued to consolidate its operations in accordance with the long term policy framework adopted by the Trustees in 2015. Following the refurbishment of 152 Hotham Street in the previous financial year and the relocation of the shop and administration offices from 150 Hotham Street to the refurbished building, 150 Hotham Street was prepared for conversion to a rental property.

Consultant & Development Services were contracted to do the work which began at the end of the previous financial year and completed in August 2015. The property was leased from October 2015 onwards.

Major roof and guttering repairs were also carried out at both rental properties, 148 Hotham Street and 150 Hotham Street, in May 2016. Consultant & Development Services were also contracted to carry out this work.
Collection

ACQUISITIONS
In keeping with The Johnston Collection’s Deed of Trust (1 June 1987) which states that the Collection ‘shall also include other antiques and/or arts works which by any means and at any time may be added to The WR Johnston Collection’, a number of items were added to the Collection this year through gifts and purchases from bequest funds. These acquisitions enable The Johnston Collection to enhance and develop the museum’s displays or study collection as a primary resource for research relating to one of the museum’s key themes.

This year Ambassador Andrew Dixon gifted 12 items including exemplary examples of Sterling Silver produced by leading 18th and 19th century makers. Interest accrued on The Nina Stanton Bequest to acquire 18th century porcelain for The Johnston Collection enabled the purchase of seven items for the Collection including an 18th century Chelsea plate, an 18th century Bow sweetmeat stand and a number of 18th and early 19th century Worcester items.
(see Appendix 4 for a full list of acquisitions)

CONSERVATION PROJECTS
Providing care of the Collection is a primary objective for The Johnston Collection. This year a number of treatments were completed including restoration work on an Anglo-Indian circular table (A0016-1989).

above | Arita porcelain factories, Arita prefecture, teapot, Japan, circa 1680–1700 porcelain, The Johnston Collection (A1375-2016) purchased with funds from the Nina Stanton 18th century porcelain bequest.
VISITORS

The Johnston Collection aims to be a welcoming, accessible and inspirational museum promoting William Johnston’s collection to a diverse audience and to encourage learning.

As the museum is in a residential area it must operate within the terms set out in its City of Melbourne planning permit which stipulates that no more than 24 visitors are permitted to be in Fairhall exhibition-house at any given time, with a maximum of 72 visitors per day, and with a maximum of 33 people permitted to attend a lecture in the Kent Room at the same time.

This year The Johnston Collection has met the challenge of maintaining visitor numbers with virtually no change to visitation from the previous year. A total of 6,744 people visited The Johnston Collection in 2015-2016, a slight reduction (0.8%) from 2014-2015.

Of these visitors, 5,707 people went on a Fairhall exhibition-house tour, a slight decrease (0.5%) from the previous year. The breakdown of visitors per tour shows that 1127 people came to see FEATHERING THE NEST; 3394 to JOYFUL & TRIUMPHANT; and 1186 to see WILLIAM JOHNSTON’S EMPORIUM.

Visitors to the Christmas tour, JOYFUL & TRIUMPHANT, were down by 12% from the Christmas tour in 2014-2015. In previous years, many visitors to the annual Christmas tour have been drawn from the communities of the contributors but this year, the long distance of many of the exhibitors’communities from Melbourne and their limited public transport access to the city may have contributed to a reduction in visitors to the Christmas show.

Lecture audiences were up slightly from the previous year with 1037 people visiting The Johnston Collection to attend a lecture, study series or master class. The Scottish Study Series, BY YON BONNIE BRAE was the most popular series this year with 389 people attending the 16 lectures in this series.

To make the museum more accessible, in 2016 The Johnston Collection joined the Victorian Government Carer Card Program, offering carers free entry to all exhibition-house tours when accompanying the person under their care.

THE JOHNSTON COLLECTION VISITS

EXHIBITION-HOUSE TOURS:

FEATHERING THE NEST | Richard Nylon meets William Johnston
7 July 2015 – 20 October 2015
TOTAL VISITS: 1127

JOYFUL & TRIUMPHANT | Christmas at The Johnston Collection 2015
5 November 2015 – 24 February 2016
TOTAL VISITS: 3394

WILLIAM JOHNSTON’S EMPORIUM | Hecker Guthrie rearranges William Johnston’s Collection
TOTAL VISITS: 1186

LECTURES:

TOTAL ATTENDANCE: 1037

left to right | Louis Le Vaillant, Director | Curator The Johnston Collection, Henri Loyrette, former director of the Musée du Louvre in Paris, and his wife Domitille Loyrette, viewing the Hecker Guthrie exhibition, WILLIAM JOHNSTON’S EMPORIUM.
Our Engagement With The Community

The Johnston Collection participated in a number of community events throughout the year, with unique programmes curated especially for these events. With the aim of engaging more broadly with the community, the special outreach programmes targeted groups who might not ordinarily visit The Johnston Collection. They provided additional opportunities for everyone to enjoy the Collection, as well as increasing awareness of the Collection amongst communities and encouraging a new and diverse range of visitors to the exhibition-house.

SPECIAL EVENTS

OPEN HOUSE MELBOURNE | 2015
DISCOVER YOUR #CURIOSITY
25 July 2015
The Johnston Collection has participated in this annual citywide event since 2010. This year Open House Melbourne opted for a pre-booked system using event ticketing company, Eventbrite (in previous years a ballot system was used to allocate places to visit Fairhall during OHM). OHM reported that they received an overwhelming response to all bookable tours which were filled within an hour of bookings becoming available.

MELBOURNE SPRING FASHION WEEK | CURATED
9 September & 10 September 2015
The Johnston Collection was a participant in the Melbourne Spring Fashion Week Curated programme with a specially curated performance event, MÉNAGE À TROIS / MATERIALBYPRODUCT & RICHARD NYLON MILLINERY AT THE JOHNSTON COLLECTION, a collaboration between the museum, Richard Nylon, and fashion house, MATERIALBYPRODUCT.

SENIORS WEEK
5 – 9 October 2015
The Johnston Collection participated in the Victorian Seniors Festival programme of events in 2015, offering a discounted admission price to Seniors to tour Fairhall during the week of 5 – 9 October 2015.

OPEN DAY AT GOVERNMENT HOUSE 2016
26 January 2016
The Director and volunteer guides were present at Open Day at Government House 2016 to talk to visitors about The Johnston Collection and Government House.

VIRGIN AUSTRALIA MELBOURNE FASHION FESTIVAL CULTURAL PROGRAM PROJECT SERIES 2016
February 2016
The Johnston Collection was selected to be included in the official VAMFF Cultural Program Project Series 2016 with two lectures: RECALLING THE GLAMOUR with Lesley Sharon Rosenthal (17 February) and A NEW DRESS FOR EMMA with Lisa Rodgers (18 February).
MELBOURNE FOOD & WINE FESTIVAL

10 & 11 March 2016

The Johnston Collection participates in the Melbourne Food & Wine Festival annually, engaging a different prominent Melbourne chef or food artisan each year to prepare and present dishes based on a particular theme. In 2016, chef Chris Haydon from Melbourne restaurant, Saint Crispin, presented Art & Sole, a five course meal with matched wines served to visitors in different rooms in Fairhall while they toured WILLIAM JOHNSTON’S EMPORIUM | Hecker Guthrie rearranges William Johnston’s Collection.

Both nights for this event were sold out.

“It was a perfect marriage between the ambiance of the collection, with like minded professionals. Spectacular.”

ROB GILBERT, EMAIL, 15 MARCH 2016

THE LATROBE REGIONAL GALLERY, MORWELL

16 April – 12 June 2016

Works from JOYFUL & TRIUMPHANT | Christmas at The Johnston Collection 2015, were exhibited at the Latrobe Regional Gallery in Morwell from 16 April to 12 June 2016 further increasing access to the works created by the contributors from the Gippsland region.

EAST GIPPSLAND ART GALLERY, BAIRNSDALE

24 June – 23 July 2016

Works from JOYFUL & TRIUMPHANT | Christmas at The Johnston Collection 2015, were exhibited at the East Gippsland Art Gallery from 24 June to 23 July, providing greater access to the works created by the contributors from the Gippsland region.

AUSTRALIAN SILVER SOCIETY TALKS

Australian Silver Society meetings held at The Johnston Collection on the following days: 20 August 2015, 15 October 2015, 18 February 2016, 21 April 2016, 16 June 2016. These events were generously supported by TJC Ambassador, Mr Roger Brookes.

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 postgraduate students. From time to time, The Johnston Collection also works with students from secondary and tertiary institutions on special collaborative projects as well as offering work experience placements to secondary students.

The Johnston Collection also aims to provide optimum access to the Collection to art and design students. To this end, the museum works with tertiary institutions throughout the year to facilitate groups of art and design students visiting Fairhall free-of-charge, as part of their undergraduate coursework.

INTERNSHIP PLACEMENTS 2015 | 2016

The Johnston Collection provided the following placements during 2015 | 2016:

AUGUST 2015 – DECEMBER 2015

Masters student, Asta Cameron, from The University of Melbourne, completed an internship at The Johnston Collection.
Awards

MUSEUMS & GALLERIES NATIONAL AWARDS (MAGNA) 2016

The Johnston Collection received the prestigious Temporary or Travelling Exhibition Level 1 Award for the Fairhall exhibition-house tour FEATHERING THE NEST / Richard Nylon meets William Johnston at the 2016 Museums and Galleries National Awards (MAGNA) ceremony held in Auckland in May.

MUSEUMS AUSTRALIA (VICTORIA) VICTORIAN MUSEUMS AWARDS 2015

The Johnston Collection was Highly Commended at the Museums Australia (Victoria) Victorian Museums Awards 2015 held in Melbourne on 6 August 2015 for The Archival Survival Awards for Small Museums (2 – 7 Paid Staff) for the Fairhall exhibition-house tour, AN ENGLISHMAN ABROAD / At Home in British India with guest curator Dr James Broadbent.

The Friends of The Johnston Collection Events

Throughout the year, The Friends Committee organises special outings and events with the aim of providing a socially enjoyable event for The Friends members and to raise significant funds to support The Johnston Collection.

In 2015 - 2016 The Friends of The Johnston Collection enjoyed the following activities:

A VISIT TO THE ALEXANDRA CLUB

21 July 2015

Friends attended a cocktail party with a performance by musicians from the Australian national Academy of Music ANAM at The Alexandra Club.

ANNUAL GENERAL MEETING & NEW MEMBERS EVENING

5 August 2015

The AGM was held at The Johnston Collection in East Melbourne. The Friends Committee also welcomed new members at this event.
**A HOUSE IN THE CITY**

*20 October 2015*


**ANNUAL CHRISTMAS PARTY**

*3 December 2015*

Hosted by Terry and Anna Paule at their Toorak property, Coomaroo.

**ARCHITECTURAL ‘TALK & TOUR’**

*25 February 2016*

The Friends went on a guided tour of the East Melbourne Synagogue.

**FRIENDS EXCLUSIVE TOUR PREVIEW**

*16 March 2016*


**FRIENDS FIRST FRIDAY BOOK CLUB**

*13 May 2016*

The Friends met to discuss The White Road by Edmund de Waal.

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**FAIRHALL NEWSLETTER**

*fairhall* magazine of The Friends and volunteers of The Johnston Collection and is created by volunteers for our supporters. *fairhall* is produced by volunteers including the editor Anne Glynn, and is printed and distributed three times each year.

This newsletter keeps The Johnston Collection’s support groups up-to-date with the museum’s 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 # 15 (July 2015) issue # 16 (November 2015) and issue #17 (March 2016).

Circulation for *fairhall* this year was more than 400 per issue. The National Library of Australia, the National Gallery of Australia, the State Library of NSW and the State Library of Victoria are all subscribers to the newsletter, ensuring *fairhall’s* preservation in Australia’s documentary heritage.
Volunteer Events

The Johnston Collection organises a variety of events throughout the year for volunteer guides and other volunteers as a way of recognising the invaluable commitment and support they give to the museum.

The following events were organised for volunteers and volunteer guides in 2015 | 2016:

25TH ANNIVERSARY OF THE PUBLIC OPENING OF THE JOHNSTON COLLECTION

19 November 2015

The Johnston Collection celebrated 25 years of being open to the public in the Portico Room and Balconey of the Melbourne Town Hall in November 2015.

Current and past volunteers including Trustees, Ambassadors, The Friends Committee, Volunteer Guides and Volunteers, were acknowledged at this special Volunteers End of Year Function for the valuable support they have given the Collection over the last quarter century.

The event which was opened by Acting Lord Mayor, Susan Riley who, along with the Director of The Johnston Collection, Mr Louis Le Vaillant, presented certificates to volunteers in recognition of their service to the museum.

The following volunteers received certificates for 10 years service:
- Dani Balmford (volunteer guide), Deirdre Basham (volunteer guide), Dorothy Morgan (former volunteer guide | currently Curatorial and Collection volunteer), Sharon Groher (Administration volunteer | former Treasurer and committee member of The Friends – presented in her absence).

The following volunteers received certificates for 5 years service:
- Jan Heale (volunteer guide), Walter Heale (volunteer guide), Anne Hodges (volunteer guide), Anna Paule (volunteer guide), Elizabeth Anderson (volunteer guide - presented in her absence), Joe Groher (Honorary Treasurer, WRJ Trust - presented in his absence), Sandy Gumley (volunteer guide - presented in her absence), Roisin Murphy (recently retired volunteer guide - presented in her absence), Denise Way (volunteer guide – presented in her absence)
VOLUNTEERS DAY OUT

In conjunction with National Volunteers Week, celebrating and acknowledging the generous contribution of Australia’s volunteers, The Johnston Collection has an annual Volunteers Day Out. This event 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.

On 6 May 2016 volunteers and staff members travelled by bus to Mornington to visit the historic Beleura House and Garden. This was followed by lunch at the Gatehouse cafe.

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

VOLUNTEER GUIDE TRAINING DAYS

Volunteer Guide Training Days are usually held on the Thursday preceding the opening of each new exhibition-house tour.

On Volunteer Guide Training Days, volunteer guides are briefed on the new tour, are given Tour Notes prepared by the Director, and then taken through Fairhall with either the Guest Curator (Richard Nylon), rearrangers (Hecker Guthrie) or, in the case of the Christmas tour, with the contributors of the work in the tour.

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

In 2015-2016 Volunteer Guide Training Days were held for the following tours: FEATHERING THE NEST on 2 July 2015, JOYFUL & TRIUMPHANT on 29 October 2015 and WILLIAM JOHNSTON’S EMPORIUM on 3 March 2016.

VOLUNTEER INFORMATION SHARING DAYS

An Information Sharing Day for volunteers, including Trustees, Ambassadors, The Friends of The Johnston Collection Committee, Volunteer Guides, Volunteers and staff is held at The Johnston Collection usually once a year.

The aim of Information Sharing Days is to facilitate the discussion of ideas and information relating to the work of volunteers at The Johnston Collection, with attendees 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 upcoming programmes and events at The Johnston Collection as well as any developments or operational changes that may affect their work as volunteers.

A Volunteer Information Sharing Day was held on 23 September 2015 and included a lecture presented by Robyn Ives about collector and TJC benefactor, the late Alwynne Jona OAM.
The Shop operated for the first year in its new purpose-built space, part of the redevelopment of the Administration Building completed in March 2015. The new Shop location and fit-out increased the functionality and accessibility of The Johnston Collection’s retail operations as well as allowing for greater connectivity to other areas in the Administration Building and Fairhall, enabling visitors to enter and leave the Shop space with greater ease.

As well as providing an additional source of income to support the museum’s programmes and other financial needs, the shop is also an outlet for educational material relating to the Collection and the museum’s activities. This includes a wide variety of publications on visual art and design, and social and political history.

The Shop is integrated into the museum experience and contributes to visitors’ enjoyment of The Johnston Collection by providing a place for them to buy a souvenir of their visit.

The point of sale software system, Vend, which was installed in the Shop in May 2015, enabled smoother and faster sales transactions than previous systems used in the Shop. The efficiency of Vend was particularly appreciated during the Christmas period this year when the Shop was at its busiest. This was the first full year that the software was in operation and it has also provided the staff and volunteers who work in the Shop with more accurate data on stocks and sales resulting in a greatly improved inventory management over the year.

Shop sales were slightly improved on the previous year with shop sales of $76,778 (compared with $74,307 in 2015). Spend per visitor increased this year for the third year running, with visitors spending an average of $11.41 per visit in 2016 compared with $10.95 in 2015 and $9.36 in 2014. Average spend per shop customer in 2016 was $30.52.

Although shop sales increased by $2471 or 3.3% this year, net income from the shop was down in 2016 due to a number of factors including an increase in both the Vend subscription charges and the merchant service fees.
Marketing
Marketing Overview

The key marketing objective of The Johnston Collection in 2016 was to increase public awareness of the museum’s programmes and activities with the aim of attracting new audiences, particularly under-represented groups, as well as repeat visitors, to exhibition-house tours and lectures.

Through a series of marketing and communication campaigns targeting different audiences, the museum was able to promote its exhibitions, lecture series, special events, awards, and milestones, as well as its OPENING DOORS fundraising campaign.

Each campaign included single or multiple executions of the following:
- advertising
- distribution of printed collateral
- publicity/media
- programme launch events
- social media
- website
- electronic direct marketing

MEDIA

The Johnston Collection received wide media coverage throughout the year for its exhibition-house tours, lectures and special events.

FEATHERING THE NEST / Richard Nylon meets William Johnston was widely promoted to local and national fashion media resulting in broad coverage of the event in radio, print, and online.

ABC Radio National’s Books & Arts program ran a feature on this tour with interviewer Fiona Gruber walking through the exhibition-house chatting informally with Richard Nylon about his response to The Johnston Collection. This radio feature was broadcast nationally drawing a large number of interstate visitors to the museum.

FEATHERING THE NEST also received coverage in print in The Sunday Age and the Weekly Review and in online national arts journals such as Trouble magazine. The tour received wide coverage in online fashion journals, blogs and forums, including Vogue Japan and Vooftrock, creating further awareness of the museum within the fashion communities. Data collected from our online booking system showed that FEATHERING THE NEST drew many first time visitors to the Collection.

For JOYFUL & TRIUMPHANT: Christmas at The Johnston Collection 2015-2016, local media from Gippsland (the region of the contributors to the exhibition) was targeted resulting in articles about the exhibition being featured in newspapers, community radio, and online blogs from that region. A feature article on the exhibition was published in The Weekly Times a major rural newspaper in Victoria, promoting the exhibition to a state-wide rural readership drawing visitors to the museum from other parts of Victoria. Regional coverage of the exhibition resulted in a corresponding increase in new visitors to The Johnston Collection from the Gippsland area for the exhibition.

The WILLIAM JOHNSTON’S EMPORIUM / Hecker Guthrie rearranges William Johnston’s Collection achieved significant media coverage helping to create awareness of the museum and boosting visitation. Coverage included a full-page feature by Ray Edgar in the Saturday Age, and a feature on Channel 9’s Postcards show with presenter Rebecca Judd. Judd, who has a huge Instagram following, posted an image of herself with Paul Hecker on @becjudd which received more than 1,900 likes.

Other special events received wide media coverage including The Johnston Collection’s Melbourne Food & Wine Festival event, Art & Sole, in the Herald Sun, as well as multiple coverage of lectures in various media throughout the year.

(See Appendix 2 for full list of contributors)
SOCIAL MEDIA

The Johnston Collection continued to promote its programmes and connect with potential and actual visitors through its digital engagement activities. As well as keeping followers informed of programmes, events, milestones and highlighting items in the Collection, social media platforms allowed TJC followers to provide public feedback on their visitor experience and to encourage others to visit the Collection. The number of Facebook followers increased 39% over the previous year with the level of engagement increasing correspondingly. The Johnston Collection’s Twitter and Instagram followers also increased steadily in 2016 in the first full year since launching these accounts in May 2015. Twitter and Instagram also enabled The Johnston Collection to extend its reach and create an awareness of the museum, to a younger demographic (an under-represented group).

TRIP ADVISOR

Reviews of The Johnston Collection on the Trip Advisor travel website continued to be favourable. The exhibition-house was placed in the top fifteen museums in Melbourne to visit and in the top 100 Things to Do in Melbourne.

WEBSITE

Traffic to The Johnston Collection website decreased slightly from the previous year although online bookings through our webpage continued at the same rate as 2015. From July 2015 to June 2016 the following analytics were recorded:
Unique visits 28,738
visits 39,594
page views: 137,790

ELECTRONIC DIRECT MAIL (EDM)

The Johnston Collection email distribution list increased this year, from around 9,750 in July 2015 to more than 11,000 in June 2016. The twice-yearly What’s On brochure continues to be primarily distributed in digital format by EDM with more than 90% of those on our combined email / hard-mail subscriber base receiving the brochure by email, resulting in a significant reduction in postage costs.

The monthly e-newsletter highlighting upcoming programmes and other news related to The Johnston Collection, is our most effective and efficient marketing tool. This is demonstrated by a spike in programme bookings immediately after its distribution. The e-newsletter was also the source for many media enquiries and subsequent publicity.

In 2016 The Johnston Collection successfully partnered with Opera Australia in reciprocal marketing with FEATHERING THE NEST promoted in Opera Australia’s Allerta newsletter in September and Opera Australia’s new production of The Marriage of Figaro promoted in The Johnston Collection’s October e-newsletter, bringing an awareness of both TJC’s and Opera Australia’s activities to a wider audience.

EDM’s were also successfully utilised to publicise our OPENING DOORS fundraising campaign, as well as other services including the Shop and affiliated support groups such as The Friends of The Johnston Collection.
ADVERTISING

Advertising and publicity campaigns were developed for each of the three exhibition-house tours. These included advertisements for each of the three exhibition-house tour being created and placed in local and community media, as well as heritage and art journals.

Other paid advertising undertaken this year included:

Printing of 4,000 copies of What’s On brochure in September 2015 and February 2016 (8,000 in total) for distribution through the Melbourne Visitor Centre at Federation Square, and to museums, galleries, other cultural institutions, including libraries and bookshops, across Victoria as well to local East Melbourne residents via a letterbox drop.

Ongoing printing and general distribution of DL Fliers promoting The Johnston Collection

Printing of DL Fliers promoting FEATHERING THE NEST | Richard Nylon meets William Johnston, JOYFUL & TRIUMPHANT: Christmas at The Johnston Collection 2015-2016, WILLIAM JOHNSTON’S EMPORIUM | Hecker Guthrie rearranges William Johnston’s Collection, which were distributed through the Melbourne Visitor Centre at Federation Square, and to museums, galleries, other cultural institutions, including libraries and bookshops, throughout Victoria.

Monthly e-newsletter distributed by CustomLinc Campaign Manager.


(See Appendix 3 for full advertising listings)
Our Finances
Current Financial Structure

The Johnston Collection is a not-for-profit institution that relies on six principal funding sources to enable it to create, present and promote innovative and enriching programmes to the highest possible standard as well as to maintain *Fairhall* exhibition-house and preserve William Johnston’s collection into the future.

These sources are:

- Annual distributions from The WR Johnston Trust
- Earned income from exhibition-house admission sales
- Earned income from lectures and workshops admission sales
- Earned income from Shop sales
- Annual distributions from The Friends of The Johnston Collection
- Other earned incomes such as investment income, donations and interest

**EXPENSE**

- Employment Expenses 45%
- Investment Expense 8%
- Fundraising Expenses 3%
- Friends Contributions 2%
- Other Expense 0.11%
- Friends Expenses 2%
- House & Gallery Expenses 13%
- Marketing 4%
- Collection Management 0%
- Building & Grounds 5%
- Administration 20%

**INCOME**

- Fundraising 37%
- Investment Income 22%
- Museum Income 31%
- Net Shop Contribution 5%
- Friends 5%
- Other Income 0.03%

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Profit & Loss Statement

Income

<table>
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<tr>
<th>Source</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Museum Income</td>
<td>$181,304</td>
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<tr>
<td>Net Shop Contribution</td>
<td>$27,625</td>
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<td>Friends - Johnston Collection</td>
<td>$31,643</td>
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<tr>
<td><strong>MUSEUM INCOME</strong></td>
<td><strong>$240,572</strong></td>
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Expense

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<th>Category</th>
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<td>House &amp; Lecture Expenses</td>
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<td>Marketing</td>
<td>$28,001</td>
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<td>Collection Management</td>
<td>$1,737</td>
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<td>Buildings and Grounds</td>
<td>$25,823</td>
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<td>Employment Expenses</td>
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<td>Friends Contributions</td>
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<td>Friends Expenses</td>
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<td><strong>TOTAL EXPENSE</strong></td>
<td><strong>$695,169</strong></td>
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<td><strong>TOTAL MUSEUM OPERATIONS DEFICIT</strong></td>
<td><strong>($454,597)</strong></td>
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</table>

Other Income: $156
Other Expense: $763

Net Fundraising Result: $19,182
Net Investment Income: $69,225
Net Surplus/(Deficit) for the Year: ($194,151)

HONORARY TREASURER’S STATEMENT

The Johnston Collection made a total Net Deficit Of $194,151 for the year ending June 2016. The net Museum operations was a deficit of $454,597 which was higher than the same period last year (2014/15 deficit $367,170) largely due to lower Museum visitations. The Investment portfolio made a net positive contribution of $69,225 which was significantly lower than previous year (2014-15 $452,045) and reflects the volatility in the equity markets which all such investments have faced over the last 12 months.

Another strong contribution came from the shop which provided net income of $27,625 to the Collection. The Friends of Johnston Collection activities and membership added a net $15,201 in support of the Johnston Collection. This was used to help fund the Museum’s programs.

The ‘OPENING DOORS’ fundraising activities continued its strong performance and contributed $191,828 to the museums financial performance. This strategic fundraising activity initiated by the Trustees is critical to securing the Collections long term financial sustainability.
The Trustees
The W R Johnston Trust
P O Box 79
EAST MELBOURNE VIC 8002

Review of the W R Johnston Trust Financial Report

We have reviewed the accompanying 30 June 2016 special purpose financial report of The W R Johnston Trust, which comprises the statement of financial position as at 30 June 2016, and the income statement, statement of changes in equity and cash flow statement for the year ended on that date, as set out on pages 1 to 7, in accordance with the accounting policies outlined in note 1, other selected explanatory notes and the statement by the trustees.

The Trustees' Responsibility for the 30 June 2016 Financial Report

The Trustees of the trust are responsible for the preparation and fair presentation of the 30 June 2016 financial report and have determined that the accounting policies described in note 1 to the financial report are appropriate to meet the financial reporting requirements in accordance with the trust deed and the needs of the trustees. This responsibility includes establishing and maintaining internal controls relevant to the preparation and fair presentation of the 30 June 2016 financial report to ensure it is free from material misstatement, whether due to fraud or error, together with selecting and applying appropriate accounting policies, and making accounting estimates that are reasonable in the circumstances.

Assurance Practitioner's Responsibility

Our responsibility is to express a conclusion on the 30 June 2016 financial report based on our review. We conducted our review in accordance with Standard on Review Engagements ASRE 2400 Review of a Financial Report Performed by an Assurance Practitioner Who Is Not the Auditor of the Entity, in order to state whether, on the basis of the procedures described, anything has come to our attention that causes us to believe that the financial report is not presented fairly, in all material respects, in accordance with the trustees applicable financial reporting framework. ASRE 2400 requires us to comply with the requirements of the applicable code of professional conduct of a professional accounting body.

A review of a 30 June 2016 financial report consists of making enquiries, primarily of persons responsible for financial and accounting matters, and applying analytical and other review procedures. A review is substantially less in scope than an audit conducted in accordance with Australian Auditing Standards and consequently does not enable us to obtain assurance that we would become aware of all significant matters that might be identified in an audit. Accordingly, we do not express an audit opinion.

Independence

In conducting our review, we have complied with the independence requirements of the Australian professional accounting bodies.
Conclusion
Based on our review, which is not an audit, nothing has come to our attention that causes us to believe that the 30 June 2016 financial report of The W R Johnston Trust does not present fairly, in all material respects, the financial position of the trust as at 30 June 2016, and of its financial performance and its cash flows for the year ended on that date, in accordance with the trustees reporting framework described in Note 1 to the financial report.

Basis of Accounting and Restriction on Distribution and Use
Without modifying our conclusion, we draw attention to Note 1 to the financial report, which describes the basis of accounting. The financial report is prepared to assist the trustees of The W R Johnston Trust to comply with the financial reporting requirements of the trust deed. As such, the financial report may not be suitable for another purpose. Our report is intended solely for The W R Johnston Trust and should not be distributed to or used by parties other than the Trustees of The W R Johnston Trust.

Orr Martin & Waters
Chartered Accountants
L R Gilmour
Partner
Date: 8/12/16
Appendices

1. Joyful & Triumphant contributors
2. Media Listings
3. Advertising – Print & Online Media
4. Acquisitions – Collection
5. Trustee Meetings and Sub-Committee Meetings
APPENDIX 1

Joyful & Triumphant

Christmas at The Johnston Collection 2015-2016 (supported by Creative Gippsland) contributors list:

THE ENTRANCE HALL
INDEPENDENT ARTISTS:
Susan Cock, Cheryl Kane, Jackie McNamee

THE GREEN DRAWING ROOM
THE WEST GIPSY GROUP (MEMBERS OF THE BAW BAW ARTS ALLIANCE) | BRAAANDT YARNERS
Team Leader: Robin Smith
contributors: Laurie Collins, Diane Gutteridge, Wendy Hitchins, Sue-Ellen Johnson, Dennis Meiners, Sue Murphy, Marlene Ogden, Heather Seaman, Carie Smith (aged 10 years), Robin Smith, Christine Tandy, Helen Timbury, Ingrid Thomas, Edna Wells (aged 89 years)

BAIRNSDALE LACEMAKERS
Contributors: Cheryl Fields, Suzanne Hall Contributor: Jenny Romano | independent artist

THE WHITE ROOM
THE EMBROIDERERS GUILD, VICTORIA (LEONGATHA COUNTRY GROUP)
Team Leader: Penny Walswinkel
Contributors: Rhoda Armstrong, Marilyn Crump, Heather Drury, Shirley Eabry, Judy Eddy, Terry Ferrone, Trisha Gavin-Burke, Sheila Griffiths, Margaret Hall, Pauline Hopkins, Ann Jelley, Anne Kenny, Gloria Lahn, Pauline Lancaster, Timothy Lavelock, June McIndoe, Kay Murray, Karen Otto, Marlene Rayson, Lynnette Sharp, Elizabeth Stedwell, Lionel Wood (Wonthaggi Woodworkers), Helen Williams, Glenice Wilson, Phyl Windsor, Jenny Wood

THE BLUE ROOM
THE BOND FAMILY
Team Leader: Catherine Byatt
Contributors: Maureen Bond, Catherine Byatt, John Byatt, Glenda Piddington, Jenny Williams

THE KITCHEN & KITCHEN LOBBY
GROUP: CHURCHILL NEIGHBOURHOOD CENTRE | GUM LEAF QUILTERS
Team Leader: Jean Baudendistel

THE YELLOW ROOM
FUSION FIBRE ARTS NETWORK (FUSION FAN INC.)
Team Leader: Rhonda Albrecht
Contributors: Rhonda Albrecht, JoAn Appleton, Helen Banks, Margaret Crocker, Susan Dowey, Margaret Fox, Debbie Kennedy, Sandy Mattingley, Ivonne Renfree, Maxine Richardson, Barbara Riddell, Lynn Werner, Liz Wood

THE STUDIO
RIVIERA QUILTERS INC.
Team Leader: Ula Sheather
Assistant: Kae Roulston
Contributors: Hilary Arnold, Gerda Burer, Heather Caddy, Andrea Dilkes, Kim Ellis, Margaret Fraser, Glenda Ingram, Jenny Latimer, Mary Morris, Kazumi Purvis, Val Quirk, Ann Sims, Kay Sears, Liz Traynor, Judy White

THE CAKE DECORATORS ASSOC. OF VIC. INC. (MELBOURNE, WARRAGUL AND LEONGATHA BRANCHES)
Team Leader: Heather Stoljkovic
Contributors: Suzi Ellis, Marie Franklin, Jan Longley (Melbourne Branch), Shirley McGillivray, Jan O’Neill (Leongatha Branch), Carol Sparrow, Heather Stoljkovic, Warragul Committee
# APPENDIX 2: Media Listings

## TELEVISION

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<th>Program</th>
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<td>Channel 9</td>
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<td>29 April 2016</td>
<td>Feature Story</td>
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## PRINT

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<td>Sunday Age</td>
<td>Mik Grigg</td>
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<td>Article</td>
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<tr>
<td>The Weekly Review</td>
<td>Miranda Tay</td>
<td>19 August 2015</td>
<td>Article</td>
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<td>New Land</td>
<td>Trisha Anderson</td>
<td>3 September 2015</td>
<td>Feature Story</td>
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<td>23 September 2015</td>
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<td>Gippsland Country Life</td>
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<td>Summer</td>
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<td>Herald Sun</td>
<td>Simon Plant</td>
<td>9 February 2016</td>
<td>Feature Story</td>
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<tr>
<td>Herald Sun</td>
<td>Catherine Lambert</td>
<td>16 February 2016</td>
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<td>The Age</td>
<td>Ray Edgar</td>
<td>12 March 2016</td>
<td>Feature Story</td>
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<td>30 April 2016</td>
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<td>3002</td>
<td>Erin Cosgriff</td>
<td>Autumn 2016</td>
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<td>Bairnsdale Advertiser</td>
<td></td>
<td>27 May 2016</td>
<td>Feature Story</td>
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<td>East Gippsland News</td>
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<td>8 June 2016</td>
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## RADIO

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<td>ABC Radio National</td>
<td>Books &amp; Arts</td>
<td>Fiona Gruber</td>
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<td>3AW</td>
<td>Afternoons</td>
<td>Denis Walter</td>
<td>2 September 2015</td>
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## ONLINE MEDIA

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<tr>
<td>Vogue Japan</td>
<td><a href="http://blog.v2.vogue.co.jp/leeyong-soo/archives/775">http://blog.v2.vogue.co.jp/leeyong-soo/archives/775</a></td>
<td>5 August 2015</td>
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<td>Belle</td>
<td>Friday Fabulous Five (EDM)</td>
<td>11 March 2016</td>
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### ONLINE – FORUMS & NEWSLETTERS

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### ONLINE – BLOGS

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<td>Pretty Debris</td>
<td><a href="http://prettydebris.com/?p=707">http://prettydebris.com/?p=707</a></td>
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<td>The King David School</td>
<td><a href="https://remote.ksd.vic.edu.au/eharp/news_detail.php?guid=2b43e551-e3a2-4afe-90e5-63b16f8376c&amp;news_guid=117a8672-832a-4b32-b7f1-3a37b65e9ac8">https://remote.ksd.vic.edu.au/eharp/news_detail.php?guid=2b43e551-e3a2-4afe-90e5-63b16f8376c&amp;news_guid=117a8672-832a-4b32-b7f1-3a37b65e9ac8</a></td>
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<td>Channel 9 Now</td>
<td><a href="https://www.9now.com.au/postcards/2016/clp-cinlaoexcd001070glhpywzh5h4e5cb8cb3-4442-48d5-80f6-8bc6ee998fc">https://www.9now.com.au/postcards/2016/clp-cinlaoexcd001070glhpywzh5h4e5cb8cb3-4442-48d5-80f6-8bc6ee998fc</a></td>
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ONLINE – TJC PARTNERS

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<td>ADFAS</td>
<td><a href="http://www.adfas.org.au/societies/melbourne_index.html">http://www.adfas.org.au/societies/melbourne_index.html</a></td>
<td>Cultural</td>
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<td>East Melbourne Group</td>
<td><a href="http://www.emg.org.au/?module=home">http://www.emg.org.au/?module=home</a></td>
<td>Community</td>
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<td>National Trust of Australia (Victoria)</td>
<td><a href="http://www.nationaltrust.org.au/vic/Home">http://www.nationaltrust.org.au/vic/Home</a></td>
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<td>The Embroiderers Guild (Victoria)</td>
<td><a href="http://www.embroiderersguildvic.org/">http://www.embroiderersguildvic.org/</a></td>
<td>Craft Guild</td>
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APPENDIX 3: Advertising
Print & Online Media

<table>
<thead>
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<th>Publication</th>
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<tr>
<td>National Trust Victoria</td>
<td>November</td>
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<tr>
<td>National Trust Victoria</td>
<td>February</td>
</tr>
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<td>National Trust News</td>
<td>May</td>
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<tr>
<td>NGV Gallery Magazine</td>
<td>July/August 2015</td>
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<td>NGV Gallery Magazine</td>
<td>September/October 2015</td>
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<td>NGV Gallery Magazine</td>
<td>November/December 2015</td>
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<td>NGV Gallery Magazine</td>
<td>January/February 2016</td>
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<td>NGV Gallery Magazine</td>
<td>March/April 2016</td>
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<td>NGV Gallery Magazine</td>
<td>May/June 2016</td>
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<tr>
<td>East Melbourne &amp; Jolimant Magazine</td>
<td>Spring 2015</td>
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<td>East Melbourne &amp; Jolimant Magazine</td>
<td>Summer 2016</td>
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<td>East Melbourne &amp; Jolimant Magazine</td>
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<tr>
<td>East Melbourne &amp; Jolimant Magazine</td>
<td>Winter 2016</td>
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<td>Trouble Magazine</td>
<td>July 2015</td>
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<td>Trouble Magazine</td>
<td>October 2015</td>
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<tr>
<td>Art Life</td>
<td>2016</td>
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APPENDIX 4: Acquisitions – Collection

Bow porcelain factory
(active circa 1747-1764 - closed 1776), Bow, London
sweetmeat (pickle stand), England, circa 1762-65
porcelain | 123 x (diameter) 190 mm
The Johnston Collection (A1370-2016)
purchased with funds from the Nina Stanton 18th century porcelain bequest

Chelsea porcelain factory
(est. circa 1743-5 - 1769), London
plate, England, 1755-57
porcelain | 32 x (diameter) 235 mm
The Johnston Collection (A1371-2016)
purchased with funds from the Nina Stanton 18th century porcelain bequest

Flight & Barr period (circa 1797-1804)
Worcester porcelain factory (est. 1751-2009), Worcester
bough pot and cover, England, 1797-1804
porcelain (soft paste), enamel decoration, gilded, pierced and moulded | 165 x 125 x 95 mm
The Johnston Collection (A1372-2016)
purchased with funds from the Nina Stanton 18th century porcelain bequest

Barr, Flight and Barr period, Worcester porcelain factory (est. 1751-2009), Worcester
garniture, England, circa 1810
porcelain, gilding | 150 x 112 mm diameter | 50 x 52 mm | 185 x 112 mm diameter
The Johnston Collection (A1373-2016)
purchased with funds from the Nina Stanton 18th century porcelain bequest

Worcester porcelain factory (est. 1751-2009)
Flight, Barr and Barr period, Worcester
taperstick (miniature), England, circa 1820-30
porcelain | 40 x (diameter) 80 mm
The Johnston Collection (A1374-2016)
purchased with funds provided by the bequests of Nina Stanton (19th century porcelain)

Arita porcelain factories, Arita prefecture
teapot, Japan, circa 1680-1700
porcelain | 90 x 150 x 90 mm
The Johnston Collection (A1375-2016)
purchased with funds from the Nina Stanton 18th century porcelain bequest

WEDGWOOD (est. 1759- ), Staffordshire
dish, shell-shaped (pair), England, circa 1775
creamware | 50 x 180 x 120 mm (each)
The Johnston Collection (A1376-2016)
purchased with funds from the Nina Stanton 18th century porcelain bequest

maker’s mark for William Gwilliam
& Peter Castle, London
ladle, England, hallmarked 1744-1745
Sterling silver, wood | length: 325 mm | total weight: 76 grams
The Johnston Collection (A1377-2016)
purchased with funds provided by Mr Andrew Dixon, Melbourne

maker’s marks for J Wood, London
salt, table (pair), England, hallmarked 1756-1757
Sterling silver | 50 mm and 35 mm | weight: 253 g
The Johnston Collection (A1378-2016)
purchased with funds provided by Mr Andrew Dixon, Melbourne

salts, (a group of six), England, 19th to early 20th century silver
The Johnston Collection (A1379-2016)
purchased with funds provided by Mr Andrew Dixon, Melbourne

maker’s mark for Frederick Hill, Dublin
teapot, Ireland, hallmarked 1897-1898
Sterling silver, ebony | 14 x 285 mm | Silver weight: 806 grams
The Johnston Collection (A1380-2016)
purchased with funds provided by Mr Andrew Dixon, Melbourne

above | Flight & Barr period (circa 1797-1804)
Worcester porcelain factory (est. 1751-2009), Worcester
bough pot and cover, England, 1797-1804

APPENDIX 5: WR Johnston Trust Meetings & Sub-Committee Meetings

**TRUST MEETINGS**

<table>
<thead>
<tr>
<th>Name</th>
<th>Eligible to Attend</th>
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<td>Mr. Peter Watts AM</td>
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<td>Mr. Tom Hazell AO</td>
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<tr>
<td>Dr. Graeme Blackman OAM</td>
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<tr>
<td>Mr. Peter Walsh</td>
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<tr>
<td>Mr. Joe Groher</td>
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**FINANCE COMMITTEE MEETINGS**

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<thead>
<tr>
<th>Name</th>
<th>Eligible to Attend</th>
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<tr>
<td>Dr. Graeme Blackman OAM</td>
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<td>Mr. Joe Groher</td>
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<td>Louis Le Vaillant</td>
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</table>

back cover Instagram screenshot | patrickchristieink@ richardnylon for @tjcmuseum photo by @nicnakcastle
patrickchristieink @richardnylon for @tjcsmuseum photo by @nicnakcastle

46 likes