

澳華歷史博物館  
CHINESE MUSEUM



***Our heritage and culture is the foundation of a diverse and multicultural society that assists Australia's future engagement with the Asia Pacific region***



# THE MUSEUM'S ASPIRATIONS

## EDUCATION

Promote the understanding of community values, cultural identity, diversity and equality, and Australia's place in the Asia Pacific region for the social development of all Australians – young and old.



## HERITAGE

As a national Museum, research, conserve and promote the built, social and economic contribution the Chinese Community have made to Australia's contemporary 200 year history.

## COMMUNITY

Develop a strong and cohesive Chinese Community that actively participates in the development and growth of contemporary Australian Society.

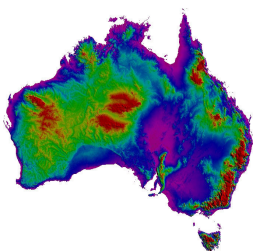


## INTERNATIONAL CULTURAL EXCHANGE

Create a network of government, community, business and cultural organisations that will bring cultural understanding between countries and communities through cultural exchange.

## CULTURAL TOURISM

Promote the assets of Chinatown and the community's national heritage by developing product for the tourism industry to attract regional, interstate and international visitors to Melbourne, Victoria and Australia.



## A NATIONAL MUSEUM

Bring the breadth of Chinese Australian Heritage to a National perspective by establishing a National network, creating a National presence through a website, and creating exchanges of exhibitions and activities between regional organisations.

# RECENT ACHIEVEMENTS

## A NEW MUSEUM FACILITY

Completed in August 2010.

In 2010, the Victorian State Government provided \$1,200,000 to the Chinese Museum to create:

- **Ground Floor: A new Chinatown Visitor Centre** which provides visitors with an orientation to Chinatown's historic precinct and the history of Chinese in Australia,
- **A Dragon Gallery** providing visitors with an insight into how this Chinese tradition has always been a part of Melbourne.
- **1<sup>st</sup> Floor: A Community and Functions Facility**, established as a community space for conferences, exhibitions, and functions, including new toilet facilities.
- **2<sup>nd</sup> Floor: Bridge of Memories Exhibition**, telling the story of contemporary Chinese Australians that come from China and many parts of Asia.
- **Airconditioning** to the entire building and other OH&S improvements.



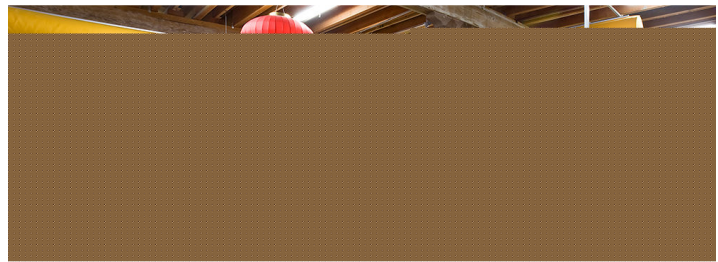
## NEW EXHIBITIONS & FACILITIES

In conjunction with the building refurbishment, the Chinese Museum embarked on a major overhaul of its exhibits and infrastructure in 2010 to create:

- **A Chinese Australian Library** as a resource for scholars and researchers.
- **A new administration office** and communications system.
- **A totally bi-lingual environment** for both Chinese and non-Chinese speaking visitors
- **Finding Gold Exhibition** improvements to the exhibits in the lower ground floor.

The Museum has plans to develop the following facilities:

- **The Chinese Australians national permanent exhibit** on Level 5 encapsulating the history of Chinese Australians through the display of the Museum's collection.
- **An exhibition of Chinese Culture** on Level 4 that provides insights into the tradition, customs and origins of Chinese Culture.
- **A Educational Activities Centre** that provides children with space to undertake hand-on activities.





# OUR 2012-2014 ACTIVITIES

The Chinese Museum is one of very few community organisations that is outwardly focussed with public programs that aim to reach every Australian.

Our program over the next 3 years:

We are improving the **Museum School Education Program** to engage more young children in quality alternative learning experiences. Having reached over 320,000 children in the last 15 years, the Museum continues to be a major influence on educating young Victorians, with a current visitation of over 30,000 children per annum.

We are **Engaging Education professionals** to broaden our out-reach to school children throughout Australia by **establishing a Travelling Museum** so that we can visit schools in Melbourne who are unable to come to the Museum. As well, we are **sending a Cultural Resource Box interstate and regionally** to provide resources to schools who do not have access to them.

We have installed **Interactive Chinese Cultural Corner** in the Museum so that school children can learn Chinese culture, language and history in an engaging way.

The Museum is establish a **Cultural Tourism Program** for international, interstate and regional tourists that will attract visitors and broaden international visitors' views on our multicultural Australian society.

Undertake a **Touring Exhibition to China in 2013**

Visiting four to six major cities,our Bridge of Memories exhibition, will provide insights into the identity of Chinese Australians – their experiences and their aspirations.

We are upgrading our the Chinese **exhibition touring and activities network** , so that exhibitions can tour nationally and activities can be promoted nationally.

The Museum of Chinese Australian History Inc.

## Chinese Museum profile

Established by the Chinese Australian Community in 1985 as a Victorian sesqui-centenary project, the Chinese Museum is located in a 5-level turn-of-the-century building in the centre of Melbourne's Chinatown precinct. The Museum is open to the public 7 days a week.

The Chinese Museum, as a national museum, has a charter to present the history of Australians of Chinese ancestry, which now number almost 700,000 of the Australian population. By presenting the history of Chinese Australians in Australia the Museum seeks to broaden Australian society's understanding of this significant sector of the community in the areas of community values, cultural identity, diversity, social development and equality.

The Chinese Museum houses the largest repository of Chinese Australian artefacts, which mainly comprise of textiles, objects, documents and images. It provides public access to these images through their Chinese-Australian Images in Australia online database ([www.chia.chinesemuseum.com.au](http://www.chia.chinesemuseum.com.au)).

In addition to relevant exhibitions, it presents a complimentary range of programs and performances to showcase locally and internationally produced Chinese contemporary arts and Chinese traditional arts and culture.

With the assistance of the Victorian State Government during 2009 and 2010, the Chinese Museum is embarking on a major redevelopment, which will help improve the standard of its facilities, establish an interpretative centre for the appreciation of the surrounding Chinatown Historic Precinct, increase its education program, and develop an international cultural hub between Australia and China.

# Our Collection

The Chinese Museum houses the largest repository of Chinese Australian artefacts, which mainly comprise of textiles, objects, documents and images. In 2007, the National Library of Australia provided funding to complete the cataloguing and digitisation of the Museum's collection.

# Value to the Community

The Chinese Museum provides considerable benefit to the community.

For the Chinese Australian community which it portrays, it helps provide a sense of identity, encourages self-esteem and places contemporary Chinese Australians in our society.

Located in the centre of Melbourne's Chinatown, the Museum acts as an interpretive centre for the 150-year history of the precinct. Its unique architecture and social history reflects its heritage as the longest surviving area of continuous Chinese settlement in the Western World.

It also has a role in educating the wider community. Not only do visitors benefit from an enhanced understanding of Chinese Australian culture but its important educative role is reflected in its growing visitation by school children. More than 28,000 school children visit the Chinese Museum each year.

A guided tour explores Australian history, social equality, multiculturalism and cultural identity illustrated through the heritage of a segment of the Australian community that has been a long term contributor to the Australian way of life.

Another focus of education is based on Chinese culture such as language, dance, art and craft, and history. Through intriguing demonstrations from tea ceremonies and moon cake making to traditional folk dance and calligraphy demonstrations, these Museum workshops are well attended by school children.

The Chinese Museum also provides facilities to the community including a community space, an access gallery and an audio-visual theatre for seminars and meetings.

As an organisation that represents the Chinese Community who come from many different countries throughout the Asia Pacific region, the Chinese Museum has become an ideal meeting place. It encourages interaction between a wide spectrum of people who have an interest in Australian and Chinese culture, heritage and business.

Many of the Museum's exhibitions are suitable for touring within Australia and internationally and it has links with museums, galleries and universities to host exhibitions in all states of Australia and overseas. International venues are located in Singapore, Kuala Lumpur, Hong Kong, Shenzhen, Shanghai and San Francisco.

Past and future exhibitions by the Museum have been and are particularly relevant to countries in the Asia Pacific region to establish goodwill and develop bridges between cultures. The Museum's exhibitions seek to provide an intriguing historical insight into Australia's multicultural society, which is little known by our international neighbours in the region.

The Museum's international exhibition plans over the next three years in Australia and China includes:

**China Gateway Program** A series of travelling exhibitions from the Chinese Ministry of Culture over the next 3 years.

#### **2014 Bridge of Memories**

A national touring exhibition bringing together identity of Chinese Australians and celebrating their contribution to Australian society.

#### **2014 Chinatown Contemporary**

**Arts Precinct** Creating an annual program of contemporary arts activities originating from Australia, China and Asia.



# Impressions from our visitors

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## Support from all sectors

Over the past 25 years the Chinese community has contributed to the Museum in a multitude of ways:

Over 50 Chinese Australian Community organisations and many individuals have an ongoing commitment to donate funds for general operation and artefacts from their family heritage, volunteer their time, stage cultural activities and community events, assist in undertaking historical research and form part of the guiding program of the Museum:

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### Sponsorship & Donors

The Chinese Museum acknowledges the many private and corporate sponsors who support our activities throughout the year.

#### Major sponsors of the Museum are:

Arts Victoria

The Victorian Government through the Community Support Fund

Victorian Multicultural Commission

MMG - Minerals and Metals Group

#### Recent Exhibition and Program sponsors are:

ACT Government

Asian Education Foundation

Australia China Council

Australian Consulate - Guangzhou China

Australian Government - Department of Foreign Affairs and Trade

Australian National University

Bank of Queensland

Calibre Business Integration

Central Equity Ltd

Confucius Institute, Melbourne University

East China Normal University, Shanghai

Foster's Group

Haymes Paint

Heritage Victoria

Livingstone Audio

Lovell Chen Architects & Heritage Consultants

Melbourne Chinatown Precinct Association

Myer Foundation

Nanjing Library

National Gallery of Victoria

National Library of Australia

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Orient Express Travel Group

Pacific Enterprises (Aust) Pty Ltd

Queensland Chinese Chamber of Commerce & Industry

Shanghai Library

Sovereign Hill

The Antique Orient Express

The Bose Store Melbourne

The Consul General Melbourne, Peoples Republic of China

Thomson Adsett Architects

Tourism Victoria

World Trade Access Pty Ltd

World Trade Centre Melbourne

Victorian Govt. - Dept of Education and

Early Childhood Development

#### Major donors of the Museum are:

Bill Liao

Clement Lee

Jason Yeep