



澳洲華人博物館 MUSEUM OF CHINESE IN AUSTRALIA

WHAT IS MOCA AND WHY IS IT IMPORTANT?

We are seeking support for an ambitious new venture to establish a Museum of Chinese in Australia (MOCA), in Sydney. It is important because:

- Chinese have been settling in Australia for two hundred years, the first recorded Chinese having arrived just twenty years after the first English free settler. They have engaged in every occupation, trade and profession, from publican to playwright, shopkeeper to shipwright, accountant to academic, barrister to banker, digger (in both senses) to doctor, and countless more. Their contribution to Australia's economy and society has been and remains remarkable.
- There are now more than 1.2 million Chinese Australians - Australia-born, China-born, and from every part of Asia and the world where Chinese people have settled over the last several centuries.
- Their story has no central repository or display in Sydney or New South Wales.

The Museum of Chinese in Australia will create such a centre for the discovery, preservation and promotion of the story of the Chinese in Australia, in a dedicated museum space in the Haymarket district of Sydney, the city's oldest surviving, and largest, Chinatown.

It will complement and cooperate with history and community museums in other places. Key universities and cultural institutions from around Australia have welcomed the development of MOCA with letters of endorsement and support.

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We are very excited to have a space for our community to share our history which is not widely known. Chinese people in Australia have been construed in many different ways in the Australian narrative, and a lot has been said about us. This space gives us an opportunity to tell our own story, in our own way.

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—Dr John Yu AC, Australian of the Year (1996) & President of MOCA's Committee

WHAT IS OUR PLAN?

From the time of occupying our secured Haymarket premises, there will be an establishment period of ten months, after which the Museum will be fully operational, presenting prestigious exhibitions, with engaging and exciting programming for all ages and interests, audio-visual oral histories, contemporary artists, writers and musicians working on site, and artworks, film and photography on display. There will be a focus on Community programs and scholarly research, an accessible and well-resourced library, a new busy café, a curated gift shop, and guided tours of Haymarket's fascinating historical sites and wonderful cuisine offerings.

MOCA's Key Activities:

- Collect, study, research, conserve, display and interpret the history, heritage and material culture of Chinese in Australia.
- Make this accessible to the Australian public.
- Recognise the role and importance of oral history in capturing the cultural story of Chinese settlers and their descendants, understanding their difficulties, contributions and achievements and the effects on family life.
- Identify, record, and lobby for the preservation of important cultural sites, buildings, archives and objects relevant to Chinese settlers in the past and in recent times.
- Promote and support curriculum-based education and other educational activities including exhibitions, publications, grants and other forms of assistance.
- Work with others in the study of Chinese communities throughout the world.



WHO WILL BE OUR AUDIENCE?

We have five target markets for MOCA to attract and satisfy:

- Chinese and Asian Australians living in Sydney
- Other Australians
- Domestic visitors to Sydney
- International visitors to Sydney, particularly Chinese and Asian
- Families who have acquired new family members of a different racial group through marriage and other partnerships.

Each of these target markets is forecast to generate demand for visiting MOCA over the first five years of operation, inherently presenting desired growth. Across these targets are MOCA’s highly valued audience subsets – examples include Chinese and Asian community members, school aged students, tertiary students,

REVENUE PLAN

Once MOCA is established and operational, revenue for the Museum will be sourced from six different operational areas: Exhibition Ticketing; Retail; Programming; the Café; Meeting & Conference Room Hire; and Events. Additionally, MOCA will maintain an engaging private Benefaction program and an accessible Membership program. The Museum will apply for grants and sponsorship from governments, philanthropic bodies and institutions, to support its ongoing work and for specific activities.

HOW WILL PRIVATE INVESTMENT BE USED?

- Fund the establishment of this important new Museum in Sydney’s Haymarket.
- Enable thousands of people to engage in Chinese Australian stories, histories and important heritage currently unavailable in Sydney.
- Provide Chinese-Australian and greater Haymarket communities with a central hub for information about their families, histories and a place to make new lifelong connections.
- Engage tourists and visitors to understand the incredible contribution Chinese people have made to what Australia is today.
- Commission new major artworks and support living Chinese-Australian artists and creative practitioners.
- Guarantee a long term life for the Museum in Sydney as an advocate, as a place for education, a community hub and centre for discovery for all.

WHAT DO WE CURRENTLY NEED?

PROJECT PHASES TO AN OPERATIONAL MUSEUM	FUNDRAISING REQUIRED
EXPRESSION OF INTEREST PHASE	\$50,000
PREDEVELOPMENT	\$500,000
FUNDRAISING & DETAILED DESIGN	\$1,200,000
DEVELOPMENT	\$350,000
PREOPENING & OPERATIONAL FUNDING	\$200,000
TOTAL FUNDS TO RAISE	\$2,300,000



HOW WILL INVESTMENT IN MOCA BE ACKNOWLEDGED?

Private benefaction is key to MOCA's success and this invaluable support will be appropriately recognised. Our plans include a prominent Supporter Wall in the foyer of the Museum to acknowledge those who have committed to this important venture

MOCA SUPPORTER HIERARCHY	GIFT
JADE	\$500,000+
DIAMOND	\$250,000
RUBY	\$100,000
SAPPHIRE	\$25,000
FOUNDING DONOR	\$1,000

OUR SOLID EXPERIENCE AND GOVERNANCE

The Museum has a governing Committee, established in 2018 following year-long consultations with the Chinese Australian Historical Society, Chinese Heritage Association of Australia, Chinese Australian communities, Chinatown organisations, and directors and curators of museums and galleries in Sydney, Melbourne and elsewhere.

Dr John Yu AC
 Dr Stephen FitzGerald AO
 Ms Ann Toy
 Mr Peter Hack
 Ms Susan Leong
 Ms Daphne Lowe Kelley
 Ms Cheryl Cumines
 Mr Brad Powe

President
 Vice President
 Secretary
 Assistant Secretary
 Treasurer
 Public Officer and Committee Member
 Committee Member
 Committee Member

CONSULTANT

Ms Danielle Devery

Project Manager

HONORARY CONSULTANTS

Mr Allan Le Gallant, MBA, MTax, BComm, FCPA, CTA
 Mr Robert Yuen, BSc (Arch), BArch, AIA (Retired)
 Ms Man-Yee Leanfore
 Mr Malcolm Oakes SC

Accounting
 Building
 Chinese Language
 Legal

The Museum of Chinese in Australia (MOCA) is registered as an incorporated association in New South Wales (Australian Business registration number: 50 489 948 017). MOCA is Australian-owned and governed. It is not affiliated to any political party and is non-political and non-partisan.

