

MUSEUMS AUSTRALIA NSW BRANCH ADVOCACY PLAN 2010-2011

1 SUMMARY

Purpose

To promote member interests and needs to the national council, governments, government agencies, other organisations and to the museum sector itself.

Strategies

Strategy 1: Government inquiries & specific issues

- Respond to selected government and non-government inquiries and surveys when they occur. Undertake research to provide the means for further advocacy efforts, taking into account Federal and NSW Government policies and funding for regional collections infrastructure.

Strategy 2: Relationships and committees

- Represent the interests of NSW members on the MA National Council and its committees. Explore opportunities for collaboration with adjacent states and territories.
- Develop relationships with MA networks and SIGS by: (a) clarifying their status and activities; (b) developing options for more active engagement with them; and (c) if warranted, joining SIG committees.
- Develop relationships with other organisations and seek to join committees that will further the interests of NSW members.

Strategy 3: Tools

- Develop advocacy tools to assist all members to represent their interests.

Further Action

Branch committee to discuss and decide at meeting	22 Feb 2010
Distribute draft with revisions to chapter representatives	24 Feb 2010
Discuss specific issues at chapter representatives meeting	18 Mar 2010
Implement plan	19 Mar 2010+

Additional details

2 Background | 3 Related documents | 4 Strategies | 5 Project Plan

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MA NSW Executive Officer
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2 BACKGROUND

In recent years, the NSW Branch has responded to a number of government and government agency inquiries. These have included submissions to MGNSW strategic planning (2007), Arts NSW (2008 and 2009), NSW Parliament Inquiry into Arts and Cultural Infrastructure Outside Metropolitan Sydney (2008), and to the Cultural Ministers Council about Collections Australia Network and Collections Council of Australia (2009).

The Branch has also supported a number of individual museums by writing directly to the Premier and other ministers, providing letters of support for funding applications and conducting interviews on radio.

This strategy maps out advocacy efforts to be undertaken by the Branch in 2010-2011.

3 RELATED DOCUMENTS

- NSW Branch strategic plan 2009-2011
- NSW Branch chapter plan 2010-2011
- NSW Branch program of events 2010

4 STRATEGIES

STRATEGY 1; SUBMISSIONS, RESEARCH AND ISSUES

Submissions in response to government inquiries

Respond to selected government and non-government inquiries and surveys when they occur.

Research and action on particular issues

Undertake research to provide the means for further advocacy efforts, taking into account Federal and NSW Government policies and funding for regional collections infrastructure.

Issue	Description	Pty	Action
General	NSW Government policies and funding on state and regional development, tourism, history and heritage, records and archives, history and heritage, ICT and the digital economy, education and indigenous culture.	1	MANSW to complete profiles on NSW Government policies and funding to guide future action.
RMDOS	Lobby the Ministry for more Regional Museum Development Officers.	2	MANSW to clarify and take appropriate action
Museums advisers	Permanent and itinerant advisers within regions.	1	MANSW to clarify and take appropriate action.
Training	Professional development needs, particularly in community and volunteer-run museums, taking into account previous research	1	MANSW to consider a survey as the basis for further action or persuade another organisation to

			undertake a survey.
ICT infrastructure & skills	Resources for online development, including provision of computers and internet connectivity and wider application of standards.	1	MANSW to continue to contribute to MA Museums Digital Strategy Committee.
National curriculum	Promotion of museum resources as part of national curriculum	1	MANSW, through MANO, to further develop relationship with National Curriculum Board plans and promote wider engagement with the education sector
Australian aboriginal culture	Policies and funding for manage Australian Aboriginal cultural artefacts and history.	3	MANSW to consider undertaking survey of NSW collections and issues or persuade another body to undertake a survey.

STRATEGY 2: RELATIONSHIPS AND COMMITTEES

Museums Australia and divisions

Represent the interests of NSW members on the Museums Australia National Council and its committees. Explore opportunities for collaboration with adjacent states and territories. The letter C indicates membership of organisation or committee

Specific bodies	Description	Pty	Action
Museums Australia	National Council meetings and other policy deliberations.	1C	MANSW to continue contributions.
	Publications Committee and editorial committee	1C	AS, SB and PB to continue contribution.
	Membership Committee.	1C	PB to continue contribution.
	Digital Strategy Committee.	1C	PB to contribute contribution
MA NSW	Chapter representatives meetings 2010 and 2011.	1	MANSW to organise
MA ACT	Programs and activities, including IMAGinE Awards and other events	1	AS and PB to explore options by 30 March 2010.
MA Vic	Programs and activities, including workshops and publications.	1	PB to explore options 30 March 2010, particularly possible joint programs along NSW//VIC broader
QLD – MGSQ	Programs and activities, including voluntary standards program, which is coordinated with the MGNSW program in NSW. Contact: Kerri Laidlaw Training & Professional Development Co-ordinator Museum & Gallery Services Queensland kerri.laidlaw@magsq.com.au	1	PB to explore options by 30 March 2010. Particularly possible joint programs along NSW/Qld border.

MA Special Interest Groups

Develop relationships with MA networks and special interest groups by: (a) clarifying the status and activities of the networks; (b) developing options for more active engagement and use of networks; (c) joining SIG committees. Current NSW Branch committee membership of the SIGs is indicated below.

Type	Network or SIG	Pty	NSW Committee members
Subjects	Archaeology	3	
	Art Craft Design	1	PB
	Botanic Gardens,	3	
	Costume,	3	
	Gay and Lesbian Alliance of Museums Australia (GLAMA),	3	
	Historians	3	BS
	Historic Houses	3	AH
	Indigenous Australian,	3	
	IMTAP (International Museum Theatre Asia Pacific),	1	
	Maritime Museums	3	BS
	Performing Arts	2	PB
	Sports Heritage	3	BA
Functions	Education,	1	
	Evaluation and Visitor Research,	3	BS
	Front of House Members (Friends & Volunteers),	3	
	Muse Tech,	1C	PB, RP
	Museum Studies	1	
	Photography	3	PB, RP
	Security Operations	3	
	Temporary and Travelling Exhibitions	3	SS
Employer affiliation	Community Museums,	1	PB, RP, BS
	Council of Australian University Museums and Collections (CAUMAC)	1	AS

Other organisations

Develop relationships with the other organisations. Seek to join committees that will further the interests of NSW members. The letter C against the priority indicates that MANSW will seek to join a committee or committees of the organisation.

Type	Organisation	Pty	Action
Australian Government	Cultural Ministers Council and Government departments. Largely a MANO responsibility, taking into account NSW contributions	1	MANSW to respond when appropriate (eg input to National Cultural Policy submissions)
	Collections Council of Australia. New arrangements for coordination of museum, archive and library resources and services	1	MANSW to clarify CMC future plans and future options by 30 Mar 2010
	Collections Australia Network. Largely a MANO responsibility, taking into account NSW contributions.	1	MANSW to clarify CMC future plans by 30 Mar 2010 and explore possible partnerships.

NSW Government	Policies relevant to museums by NSW departments: Premier & Cabinet (Local Government); Communities NSW (Arts NSW, Office of Volunteering, Office of Western Sydney); Human Services (Aboriginal Affairs); Education and Training (Institute of Teachers, Board of Studies, TAFE Committees); Industry and Investment. (State & Regional Development, Tourism NSW); Environment, Climate Change & Water Services; Administration & Services (Commerce, including State Records. ICT).	1	MANSW to develop profiles of each department and opportunities for further advocacy efforts.
MGNSW	Museum Reference Committee	1C	GH and RP to continue to represent MANSW 2010-2011
	Volunteer Museum Reference committee	1C	MB to continue to represent MANSW 2010-2011
	IMAGinE Awards	1C	SS to continue to represent MANSW 2010-2011
	Professional development programs	1	MANSW to explore possible collaboration particularly on programming gaps.
RMDOs & regional museum responsibilities	Wollongong City Council? Port Macquarie - Hastings Council? Orange City Council? Museum of the Riverina? Newcastle Museum?.	1	MANSW to clarify current status and options for developing effective relationships.
Associations	Regional Arts NSW. Fosters "sustainable, self-determined cultural development in regional, rural and remote NSW". Acts as secretariat for 13 RADOs in serving 100 local government areas and over 1,200 local arts and cultural groups. Its principles are self-determination, sustainability, access, diversity and recognition.	1	MANSW to review options for more active relationship with RANSW and its network.
	Royal Australian Historical Society. Shares common ground with MANSW in the preserving the story of local communities	1	MANSW to review options for more active relationship with RANSW and its network.
	Local Government and Shires Associations of NSW are the peak industry bodies for Local Government in NSW, with about 60 joint staff who implement Executive and Conference decisions and provide research support for the policy positions and standing committees of both Associations.	1	MANSW to review options for more active relationship with LGSA

	Regional and Public Galleries NSW. Representing the 33 public regional galleries in NSW. Most services previously offered before 1999 are now provided by Museums and Galleries NSW.	1	MANSW to review options for more active relationship with RPGNSW,
	Australian Society of Archivists. Professional association which shares an interest in acquisition and preservation of objects and digital resources.	2	MANSW to review options for more active relationship with ASA
	Australian Library and Information Association. Professional association which shares an interest in acquisition and preservation of objects and digital resources.	2	MANSW to review options for more active relationship with ALIA
	NSW metropolitan and country library associations	2	MANSW to review options for more active relationship with both associations
Institutions	Powerhouse Museum, including Regional Services and Thinkspace	1	MANSW to review options for more active relationship
	Australian Museum	2	MANSW to review options for more active relationship
	AGNSW	3	MANSW to review options for more active relationship
	State Records	1	MANSW to review options for more active relationship
	National Trust (NSW)	2	MANSW to review options for more active relationship
	Australian National Maritime Museum	3	MANSW to review options for more active relationship
	State Library of NSW Public Library Services	1	MANSW to review options for more active relationship
Suppliers	System vendors, training organisations and other suppliers.	1	PB to complete list by 30 March 2010 and review options for more active relationships.
Philanthropic organisations	Philanthropic organisations with possible interest in providing support to MANSW	1	PB to complete list by 30 March 2010 and explore future opportunities.

STRATEGY 3; ADVOCACY TOOLS

Develop advocacy tools to assist all members to represent their interests.

The articles *Turning Old Songs Into A New Chorus* (Museum Matters Dec 2008) and *Putting a Value on Museums* (December 2009) provide the context for future advocacy efforts: it is a never-ending process; it is worth developing relationships with all politicians in the three tiers of government; all members of the association need to be involved.

Advocacy kit	Information package to assist MANSW branch and chapters build relationships with governments and other organisations,	2	Create advocacy pack
Other tools			

See project plan next page.

5 PROJECT PLAN

Ongoing	
Dedicated effort	

	2010				2011			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
GOVT INQUIRIES & ISSUES								
NSW Government profiles								
RMDOs								
Museum advisers								
Training								
ICT infrastructure & skill								
National curriculum								
Australian aboriginal culture								
RELATIONSHIPS/COMMITTEES								
MA National Council								
MA Committees								
MANSW Chapter Reps								
MA Branches								
MA SIGS								
Other organisations								
Australian Government								
NSW Government								
MGNSW								
Local Government								
Associations/agencies								
RANSW								
RAHS								
LGSA								
RPGNSW								
ASA								
ALIA								
NSW Met & Country								
Institutions								
PHM								
Australian Museum								
AGNSW								
State Records NSW								
National Trust (NSW)								
ANMM								
State Library of NSW								
Suppliers								
Funders								
ADVOCACY TOOLS								
Advocacy kit								
Other tools								