

[Museums Australia]

Australian Capital Territory

MUSEUMS AUSTRALIA (ACT) – CONTENT WORKSHOP ON NATIONAL CONFERENCE FOR MAY 2013

DETAILS/IDEAS DISCUSSED AND PRESENTED BY EACH GROUP

24/8/11

Overarching themes

- Different themes for each day
- Heart of a nation - Thread of memory - Chain of Hearts – other national capitals
- Linkages – international
- Reflecting Canberra
 - how has Federation worked for museums?
 - 2013 – address in a keynote speech
 - Could include Canberra reflecting Australia in a myriad of ways –even street names (Link Geelong Street with Geelong Wool Museum – in a fun way)
 - need to make it relevant
 - focus on national collections here in Canberra rather than national institutions

Specific themes/session topics

- Concept/history/future of Canberra as a conference thread
- Broad range – big picture to practical applications
- NBN
 - Museum links with NBN/digital age
 - Planning/resourcing (Questacon)
 - Uni of Canberra – Inspire Centre opens 2013 – host an event
- National curriculum – youth voice – panel of students
- Youth Voice – panel of students – responses posted during conference (e.g. Environment Watch)
- Ranging from the big picture to practical applications
- National Cultural Policy implementation – possibly a keynote or on panel with some members from CAMD – need to make it relevant – is the policy working for regional Australia?
- How you can do big things on small \$\$
- Sharing practice
- Bonfire/ Conference roast
- Ideas of the Future
 - Bring in reflective speakers/theoreticians outside the museum field, e.g. economist to talk about the “business” of museums
 - A reflective humanist speaker – on the role of museums in general culture

- Projecting into the future, e.g. – “sex (or objects) – for real or online – which is better/safer/cheaper etc.”
 - Do you need the [museum] building? Is this a problem?
- Creation of sacred spaces
 - Real or imaginary
 - Who are they sacred to?
 - How are they sacred – the building/concept/collections?
- A uniquely Canberra question
 - When you visit is the museum mine (as an Australian citizen) or Canberra’s? (concept of ownership) – concept of national
- Workshop idea – if you build it will they come?
 - Who are they?
 - Who’s vision
- Balance a quality of abstracts over quantity
 - Need to have sufficient abstracts to enable critical mass of delegates (which will be needed, given that conference is to be held at the National Convention Centre)
- Copyright – finding your way through the copyright maze
- Metadata for museums
- Role of research – ARC grants
- How do museums deliver?
- Heritage – how do all heritage organizations work collaboratively?
- Use politicians (Canberra image and, if used well, a draw card)
 - Peter Garrett
 - Jenny Macklin
 - Indigenous and /or very young member
- Audiences of the future
 - Sustainability – how do we capture, keep and support audiences of the future
 - Audience surveys
 - Social inclusivity
 - multiculturalism
 - Online audience
 - Education/audience sections of museums
 - Demographer – Bernard Salt

Speakers

- Australian speakers
- Australian speakers vs. international speakers – latter could be an expatriate - having worked overseas, they have a different viewpoint – i.e. Australians to look at Australians
- Different generations panel (convened by Shaun Micallef?)
- Celebrity speaker (Stephen Fry/ Hugh Jackson)
- Political satire (use Canberra /politicians congruence)
- Gruen Transfer/Spicks and Specks format?
- Media thinker – Andrew Denton
- Critical Philosopher

- Advocate – Noel Pearson
- Social trends – Hugh Mackay
- Directors' Forum (Council of Museum Directors) – debate metro vs. region
- CEO collaboration forum – also split them up (so not in room talking to themselves)
- Possibly Tony Jones to do a Q+A format or a Gruen Transfer format – live audience
- Curators invited to “curate” a session
- Master classes – futuristic sessions
- Continuity of speaker/theme from the 2011/12 MA conferences – revisit issue + topical issue – a follow up
- Speakers to reflect audiences and disciplines in industry
- Martin Ferguson (or current minister for Tourism) – tourism forecasts and impacts
- Simon Crean (Arts and Regions Minister)
- Robyn Archer (cultural convenor for Canberra 2013)
- Artist/performer

Technology

- Live Twitter mashins
- Twitter feed – particular sessions - Hash tags – use social media (don't just talk about it)
- Video linkup – interactive – remote location – stream into conference - watch conference
- Voting worm
- Do DVDs of the sessions and publish

SIGs/Interest groups

- How to use? – not clashing - move between sessions
- Could help with planning/conducting some parallel sessions
- Indigenous staff input

Logistics/format

- Want delegates to look at the program and think that “this conference is very different”
- Song lines to connect institutions
- Look at previous conference evaluation reports to see what delegates like/don't like
- Plan different format and content sessions to usual museum conference
- Be creative and celebrate creativity
- Use new technology
- Experiential learning
- Student involvement in conference
- Evaluation as we go
- Include regional galleries/museums each day
 - Structure each day to have a quorum of regional/remote relevance/speakers
- Challenge of managing parallel sessions
- Role reversal – end users of museums to speak to the big museums (e.g. Wangaratta High School developed an inspiring project – they can “teach the big institutions – small to big

- Umbrella (useful giveaway in conference bag)
- Have a domain – soap box – brief speeches
- Theatricality
- Museum sports
- Deconstructing a chosen exhibition
- Open day – all institutions – include front of house and conservation
- Exhibition critiques – fun and whimsy
- Breakout workshops (15-20 minutes)
- A town crier – ideas coming up

Social program

- Celebratory party
- No conference dinner (or speaker at a dinner) – more casual
- Move away from existing protocols
- Cocktail parties or barbecues at different national institution each night
- Progressive dinners