

The Business of Culture

Napier, 2 April - 4 April



Hosted by
MTG Hawke's Bay
1 Tennyson St, Napier

The Business of Culture

We say we are in the 'culture business', but in truth the seemingly contradictory objectives of these two words, and worlds, cohabit uneasily at the heart of every debate.

How do we harness the best of both the business and cultural worlds to ensure our place in New Zealand's creative economy?

In understanding our past we find our future. Museums have a history of success, so what do our survival instincts tell us?

If boom-times breed complacency, then today, in leaner economic times, how might we find common ground as we develop both our entrepreneurial orientation, and inventive expressions of our cultural value?

Museums Aotearoa

Te Tari o Ngā Whare Taonga o Te Motu

New Zealand's independent peak professional organisation for museums and those who work in, or have an interest in, museums.

Museums Aotearoa strives to be the strong, objective, fully representative voice for the evolving museum community, and to promote a shared sense of professionalism, solidarity and identity.

www.museumsaotearoa.org.nz



Welcome to MTG

MTG's redevelopment is finally complete, and we now have three buildings of distinct character to call home – an art deco masterpiece, a modernist gem and a light-filled gallery that looks out across the magnificent Hawke's Bay.

We look forward to welcoming you and invite you to explore the latest incarnation of a place, 150 years in the making.

Douglas Lloyd Jenkins, Director MTG Hawke's Bay.

Wednesday 2 April 2014

8.00	Registration WMCC foyer
9.30-3.30	Kaitiaki Hui - Te Kai a te Rangatira Pukemokimoki Marae
10.00-12.30 (concurrent)	Environment & technical workshop WMCC ballroom (see p. 13) Chair James Price <i>MTG</i> Speakers Dr Belinda Mathers <i>Enviro-Mark</i> Stuart Mitchell <i>Philips Selecon</i> Gerda Nana <i>City Gallery Wellington</i> Significance workshop WMCC breakout room 2 (see p.14) Kate Clark <i>Heritage Consultant</i>
12.30-1.00	Lunch WMCC exhibition hall
12.30-2.00	Directors of metro museums WMCC board room
1.00-3.30 (concurrent)	TENZ MTG education room Directors of small museums WMCC breakout room 1 Emerging museum professionals WMCC breakout room 2
2.00-3.30	Metro & mid-sized museum directors networking group WMCC gallery

3.00-3.45	New Vision Pecha Kucha session 1 MTG Century Theatre (see p. 16)
3.30-4.00	Tea and Coffee MTG Century Foyer
4.00-5.00	Museums Aotearoa AGM MTG Century Theatre
5.00-6.00	Free time
6.00-7.15	Welcome function MTG main foyer Sponsored by Kenderdine Electrical
7.30-Late (concurrent)	Directors & governors dinner Mister D EMP dinner BBQ at Cottage Alternative dinners (Please select one at registration)

Thursday 3 April 2014

8.00	Registration WMCC foyer
9.00-9.30	Welcome MTG Century Theatre
9.30-10.30	Competition, cooperation and community MTG Century Theatre Chair Thérèse Angelo <i>Air Force Museum</i> Keynote Kate Clark <i>Heritage Consultant</i>
10.30-11.00	Morning tea MTG Century Foyer Sponsored by Conservation Supplies
11.00-11.30	Host Director MTG Century Theatre Speaker Douglas Lloyd Jenkins <i>MTG</i>
11.30-12.30	Revenue MTG Century Theatre Chair Douglas Lloyd Jenkins <i>MTG</i> Keynote Laura Wright <i>Tate Enterprises</i>
12.30-1.30	Lunch WMCC Exhibition Hall
1.30-2.45 (Concurrent)	Selling Aotearoa New Zealand WMCC Ballroom Chair Linda Wigley <i>Voyager New Zealand Maritime Museum</i> Speakers Megan McSweeney <i>Auckland War Memorial Museum</i> Liz Hay <i>Te Papa</i> Claire McClintock <i>Te Papa</i>

Museum branding

WMCC breakout room 2

Chair Anita Robertson *NZ Portrait Gallery*

Speakers Alison Barnett *NZMS Ltd*
Serena Siegenthaler-Brown *MTG*

New Vision Pecha Kucha session 2

WMCC breakout room 2 (see p. 16)

2.45-3.15

Afternoon Tea

WMCC exhibition hall

3.15-4.30
(Concurrent)

Alternative income opportunities: philanthropy and fundraising

WMCC Ballroom

Chair Craig Goodall *Auckland Art Gallery*

Speakers Jenny Harper & Anna Guenther
Christchurch Art Gallery & PledgeMe

Bicultural Business

WMCC Breakout room 2

Chair Rhonda Paku *Te Papa*

Speakers Roy Clare & Linnae Pohatu
Auckland War Memorial Museum
Arapata Hakiwai

4.30-5.30

Free time

5.30

Transport to Hastings

Buses outside MTG on Marine Parade

6.00-6.30

Pou Pōwhiri

Hastings Civic Square

6.30-7.15

Reception

Hastings City Art Gallery

7.30

Transport to Napier

Buses outside HCAG

8.00-late

New Zealand Museum Awards

WMCC ballroom

Friday 4 April 2014

8.00

Registration

WMCC foyer

8.00-9.15

Enviro-Mark breakfast

WMCC ballroom (see p. 13)

Speaker Josephine Rudkin-Binks & Chris
Bailey *Enviro-Mark Solutions Ltd*

9.15-10.15

Proving our value

WMCC ballroom

Chair Brett Mason

Keynote **Ganesh Nana** *BERL*

10.15-10.45

Morning Tea

WMCC exhibition hall

10.45-12.15

(concurrent)

Communicating value

WMCC breakout room 2

Chair Lizzie Wratislav *MTG*

Speakers Jo Brehaut & Jesse Allpress
Auckland War Memorial Museum
Eloise Wallace *MTG*

To charge or not to charge?

WMCC ballroom

Chair Thérèse Angelo *Air Force Museum*

Speakers Douglas Lloyd Jenkins *MTG*
Pat Stuart *Wellington Museums Trust*
Stewart Brown *Rotorua Museum*
Cam McCracken *Dunedin Public
Art Gallery*

12.15-1.45

Lunch

WMCC Exhibition Hall

12.30-1.45
(concurrent)

Community café

WMCC ballroom (see p. 15)

Speakers Rhonda Paku, David Robinson
and Victoria Esson *Te Papa*

Visit to Conservation Supplies

Speakers Peter & Jeanette Kelly

Visit to the Faraday Centre

1.45-3.00
(concurrent)

Taonga for the future

WMCC ballroom

Chair Tryphena Cracknell *MA Board*

Speakers Ewan Lincoln *MCH*
Lois Searle *MCH*
Arapata Hakiwai *Te Papa*

Revenue from Collections

WMCC breakout room 2

Chair Nina Finigan *MTG*

Speakers Sarah Powell *MTG*
Victoria Leachman *Te Papa*
Susan Corbett *Victoria University*

3.00-3.30

Afternoon tea

WMCC exhibition Hall

3.30-4.15

The customer and the business of culture five short sharp discussions

WMCC ballroom

Convenor David Reeves *Auckland War
Memorial Museum*

4.30

Closing

WMCC ballroom

4.45

Conference ends



Kate Clark

Heritage Consultant

Kate is an industrial archaeologist who has worked in museums and heritage organisations in the UK and Australia. She has a particular interest in the value of culture and heritage and organised a major conference on ways of capturing the public value of heritage the UK. She writes about museums, heritage, sustainability and values.



Laura Wright

CEO Tate Enterprises

Laura has been CEO of Tate Enterprises, the revenue generating company of the Tate galleries, for the last three years. Her remit covers publishing, retailing, product development, licensing, picture library and filming, and generates around £16m in revenues per annum with all profits being returned to Tate. Laura has worked for Tate Enterprises for 14 years.

In her spare time Laura is a school governor; a trustee of the local library; a member of the Enterprises board of Turner Contemporary; and a member of the London Advisory Board of Common Purpose, a not-for-profit leadership training organisation.



Dr Ganesh Nana

Chief Economist BERL

BERL (Business and Economic Research Limited) is a privately owned, independent economic research consultancy. Ganesh's current focus is on the Māori economy, and the inter-relationship of the Māori economy to the wider New Zealand economy. Ganesh has 30 years of experience in economics, and joined BERL in 1983.

Despite his passion for numbers, Ganesh believes economics is about people; their jobs, incomes, opportunities and futures. He strongly believes robust economic analysis is critical to ensuring informed choices and policy decisions are made, that have positive effects on the life and prospects of New Zealanders.

Workshop

Environment and Technical

Chair	James Price <i>MTG</i>
Venue & Time	WMCC ballroom, Weds, 10-12.30
Format	3 x presentations + workshop discussion
Speakers	Dr Belinda Mathers <i>Enviro-Mark</i> Stuart Mitchell <i>Philips Selecon</i> Gerda Nana <i>City Gallery Wellington</i>
Summary	<p>How can you improve your energy efficiency and save money?</p> <p>Can lighting techniques save energy?</p> <p>Do museums and galleries need to keep to strict climate controls?</p> <p>How can you improve your Energy Efficiency? The simplest way is to copy what another Museum has been successful doing! Enviro-Mark Solutions will share case studies where facilities have created significant gains through a systematic approach to energy efficiency. This will include a short presentation by Enviro-Mark regarding the pilot programme for energy management.</p>

Significance Workshop

Chair	Kate Clark <i>Heritage Consultant</i>
Venue & Time	WMCC breakout room 1, Weds, 10-12.30
Format	workshop
Summary	<p>What matters and why - thinking about the value of heritage</p> <p>This workshop aims to help participants think about the different ways in which cultural heritage matters, and to use that in their own work.</p> <p>The first part looks at ideas of significance - including community and expert values - and how that helps inform decisions about sites and collections.</p> <p>The second part looks at the wider issue of Public Value and how heritage can connect to bigger economic, social and environmental agendas.</p> <p>The workshop involves a series of interactive 'games', which are actually based on the work of a series of key thinkers in heritage and in management.</p>

Community Café

Te Papa

Chair	Victoria Esson <i>Te Papa</i>
Venue & Time	WMCC ballroom, Thurs, 12.30-1.45
Format	Participatory discussion
Speakers	Rhonda Paku, David Robinson and Victoria Esson <i>Te Papa</i> .
Summary	<p>A participatory session that allows open discussion of ideas and encourages the sharing of expertise. Bring your lunch and join three senior managers at Te Papa to discuss:</p> <p>WAI262 – what is the impact for museums?</p> <p>Shared services – what could work for the museum sector?</p> <p>The fine art of the ask – philanthropic giving in museums.</p>

New Vision Pecha Kucha 1

Chair	Chloe Searle <i>North Otago Museum</i>
Venue & Time	MTG Century Theatre, Weds, 3.00 -3.45
Speakers	Gary Ross <i>South Otago Museum</i> Debbie Stowe-Hunt <i>Ministry for Culture and Heritage</i> Alice Tyler <i>Gus Fisher Gallery</i> Jeremiah Boniface <i>Museums Aotearoa</i> Naiomi Murgatroyd <i>Rotorua Museum</i>

New Vision Pecha Kucha 2

Chair	Anita Robertson <i>NZ Portrait Gallery</i>
Venue & Time	WMCC breakout room 2, Thurs, 2.00 -2.45
Speakers	Megan Wells and Anna Beazley <i>National Army Museum</i> Moya Sherriff <i>Canterbury Cultural Collection Recovery Centre</i> Jane Groufsky <i>Museum of Transport and Technology</i> Christina Hardy <i>Nelson Provincial Museum</i> Daniel Stirland <i>Canterbury Museum</i> Erin Flanigan <i>Puke Ariki</i>

MTG Hawke's Bay

MTG Hawke's Bay is home to a nationally significant collection of art and objects that form the foundation of distinctive exhibitions and a world-class research facility.

*1 Tennyson St, Napier
(06) 835 77 81*

War Memorial Conference Centre

Registration desk in main foyer.

*48 Marine Parade, Napier
(06) 835 9001*

Hastings City Art Gallery

Hastings City Art Gallery is Hawke's Bays hub of contemporary art, exhibiting wide ranging local, national, and international talents.

*201 Eastbourne Street East, Hastings
(06) 8715095*

Pukemokimoki Marae

Pukemokimoki was named after the Mokimoki fern which once grew abundantly in Napier. This was the only site in Hawke's Bay where this species of fern was found. The hill where the fern grew was destroyed in the early years of Napier City's development.

*191 Riverbend Rd, Maraenui, Napier
(06) 843 8707*

Cottage

Location of EMP BBQ

6 Seaview Tce, Bluff Hill, Napier

AHURIRI

NAPIER

Taxi services
(06) 835 7777

Art Deco Buses
Leaves outside the MTG every hour

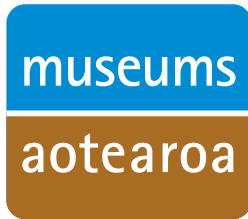
Napier i-site
100 Marine Parade

Emporium MA14 deal

Emporium would like to extend their welcome to MA14 delegates dining by offering Trinity Hill Merlot, The Ned Pinot Gris or Wither Hills Sauvignon Blanc for just \$6/glass. Just mention you are attending the MA14 conference hosted by MTG to enjoy this fabulous offer.



- a.** MTG Hawkes Bay
1 Tennyson St
- b.** Emporium bar and eatery
Corner of Tennyson
and Marine Parade
- c.** Mister D
dining
47 Tennyson St
- d.** Photographers Gallery
& Kitchen Café
138 Tennyson St
- e.** Adoro Café
142 Hastings St
- f.** Raku Japanese
design store
3/180 Hastings St
- g.** Six Sisters Coffee house
189 Marine Parade
- h.** Pak'n'Save
Corner of Munroe St
- i.** City Medical
76 Wellesley Rd
- j.** Globe Theatrette
Movie Theatre
14 Hardinge Rd
- k.** Aroha & Friends designer
clothing and homeware
9 Ossian St
- l.** Cottage (EMP BBQ)
6 Seaview Tce
- m.** WMCC
48 Marine Parade



The MA14 planning team thanks all our sponsors for their generous support



Toulouse Group specialises in providing technical solutions to support creative concepts. Visit them in the exhibition hall for independent advice on your lighting needs.

