

MA Annual Report 2019

Ko Te Wawata – Vision

Kia tino toitū, tōnui i ngā whare taonga o Aotearoa.

Aotearoa New Zealand has thriving and sustainable museums.

Ko Te Wero – Mission

Ma te poipoi i ngā mema o kōnei ka hikina te mahi ngaio i raro i te mana o Te Tiriti o Waitangi.

We achieve this by advocating on behalf of members and the sector, nurturing excellence in professional practice, and extending manaakitanga toward our members.

Everything we do is underpinned by a commitment to the principles of Te Tiriti o Waitangi.

co-Chair's Report: Henriata Nicholas

Tēnā ra tātou katoa

Ngā mihi ki te Tau Hou 2020!

Mihi ki IO nana te kore, nana te pō, nana te hoki ō tātou Ao i whakairo, ara ko Ranginui e tu iho nei, ara ko Papatūānuku e takato nei, me a rāua tamariki nui tonū, kei te mihi.

Mihi ki te hunga mate. Mihi ki te hunga ora.

No reira, tēnā koutou, tēnā koutou, tēnā tātou katoa.

This year's annual report comes at a time overshadowed by devastation and adversity in the world. Each of us are learning how to re-imagine life, future livelihoods and general wellbeing. It has been hard to capture positive moments of the past year when we, as a sector, are still navigating through the changing landscape.

Looking back to MA19 hosted by Te Papa brings forth memories of us celebrating achievements, sharing inspirational stories and purposefully looking towards a bright future. Museums Aotearoa welcomed in a new board that supported a bicultural governance approach with co-Chair leadership. The board was poised to make a real difference for the membership with the support of a full office team; we leapt with great enthusiasm into strategic planning. Planning also began around MA20 hosted by Waitangi with the conference theme of – Location/Dislocation. Speakers were invited to challenge the sector's stance on what biculturalism looks like within their organisations, programming and new development projects.

For kaitiaki Māori, this was a great opportunity for the sector to be brave by opening up dialogue around the importance of cultural equity and perhaps develop positive outcomes that could be nurtured and be sustained. We welcomed the appointment of Dr. Amber Aranui as the project lead for Ngākahu – National Repatriation project at Te Papa, an area she has been consistently working in for over 10 years. This inspiring project has received funding to help communities begin conversations around repatriation and the cultural protocols to be imbued as part of this process. Te Papa took a brave leap forward into reflecting good bicultural leadership by appointing Courtney Johnstone as Chief Executive alongside Arapata Hakiwai as Kaihautū. This purports to acknowledge and value Māori in Aotearoa New Zealand in governance, management and operation of the Museum.

In January 2020 we lost Piri Sciascia, a quintessential and fearless champion of Māori. He was a husband, father, grandfather, artist, composer, founder of Tamatea Arikinui in the late 70's, the driving force behind Te Maori exhibition in 1984 and contributed to the exhibition's catalogue. E te rangatira, moe mai.

I could continue with many more accolades about how Piri impacted on te Ao Māori, however, I am visually reminded when Piri stood brave against mainstream boundaries and opinions by making it 'ok' to show your tino rangatiratanga status on your body. The image showcased an intimate and yet personal expression of mana during the renaissance of tā moko at that time. It defines a reflection of resilience in the face of

adversity. When lockdown happened who could predict the impact it would have on our personal and professional lives. Cultural protocols around taonga safety and access within each level restriction was refined and shared with the sector. This gave kaitiaki the opportunity to develop ways for taonga to keep their mauri warm while physical access and care was limited.

Our sector stands on the precipice of an uncertain future. Virtual conversations have helped keep us connected and brought forth some innovative curation, educational collaborations, cultural research and development, and opportunities for co-creative projects. There is still a lot of work still to be done, advocating to the Ministry of Culture and Heritage and Central Government to re-think funding opportunities is a priority.

Matariki 2020 presents an opportunity to reflect and build upon the lessons of the past year. Start the healing of the whenua and us as kaitiaki for our whānau whānui and community. When the new board meets in August, it will be great time to reflect and reset.

My last thoughts are around Greg McManus whose time on the board has come to an end. He has served the board and the sector for a number of seasons, and been a logical voice, one that will be missed. Also, welcome in new board members Migoto Eria and Jenny Harper. Ngā mihi kōrua.

Mauri ora
Henriata Nicholas

co-Chair's Report: Elizabeth Cotton

Tēnā koutou katoa

I would like to start with an acknowledgement of the unusual and worrying times we as a sector, as individuals and as a nation find ourselves in. The ongoing impact of Covid-19 on us has been wide-reaching and we know it is far from over. The GLAM sector has responded amazingly to our 'new normal' – mobilising teams during lockdown to care for our taonga and buildings, ensuring that key work carries on, caring for each other and our communities, providing access and engagement to our audiences to ensure the stories we tell and the objects we care for on behalf of our communities are kept warm, continue to evolve and engage, and are part of the lives of people.

One of the major consequences for the MA office and Board was the postponement of the MA20 Conference *Location/Dislocation* hosted by the team at the Waitangi Treaty Grounds. The conference planning committee had worked hard to develop a compelling and challenging programme for delegates, and while this was not able to be delivered in May 2020, we look forward to carrying on these conversations during the year through Zui, online discussions, and future networking and conference opportunities including planning for the conference to go ahead in 2021. Thank you to the Waitangi team for coming on this journey with us.

Following with 2019 AGM, we developed a Co-Chair arrangement for the MA Board which has set us further on the path to Museums Aotearoa becoming a bicultural organisation reflecting the rich and strong relationship with the Kahui Kaitiaki network and our partnership as envisaged by the Treaty of Waitangi. This is a strong kaupapa that the Board is committed to, and it is a growing relationship which we hope will become a positive model for the sector.

Museums Aotearoa's vision is that Aotearoa New Zealand has thriving and sustainable museums. The MA Board undertook a review of the Strategic Plan for 2020-2025 early in its term. This was an excellent way for Board members at all stages in their service to reflect on what MA does and for whom. How do we successfully articulate our mission and our value to our Members, to potential Members, to partners and key stakeholders? Coming out of this work was the recognition that we need to get back to basics – that we are first and foremost a membership organisation and an advocacy body. All our activities fall under these two pillars, and it is through this that we enact our three key areas of advocacy, nurturing excellence and manaakitanga. This is the start of this conversation, and I feel that as Board it has put us on a positive journey that encourages us to look out and up to the future.

The Museums Aotearoa office has again had some significant staffing changes this year, and half-way through 2020, we have a full complement of staff with Sarah Robinson joining Phillipa Tocker in the office as Administration and Membership Manager. A warm welcome to Sarah, we look forward to working with you in

the weeks and months ahead. I hope you have all seen and enjoyed the new website, which has just been launched by Phillipa and Sarah. It is hoped that this will become a successful and trusted resource for those working in the sector and for those wishing to find out about us. Thank you to the team for getting this key work over the line.

In the coming months, the Board will continue to work on a Board Charter and firming up work stemming from the Strategic Plan and Annual Plan. While this may be seen as 'back of house' work, it is essential in ensuring your membership organisation has an effective Board that provides value and leadership to our sector. We have a lot of potential and a lot of work to do in the areas of advocacy, working with MCH, Local Government and others to ensure GLAM institutions continue to survive and thrive. I would also like to see the important work around sector development remain a focus, with a greater vision of equitable access to mentoring, leadership development, and other opportunities across the sector and through all levels of institutions regardless of size or location.

Welcome to our incoming Board Members: Jenny Harper and Migoto Eria, and my sincere thanks on behalf of the Board to departing Board Members Greg McManus and Steven Fox who have made an invaluable contribution over their respective terms.

Our Board Members work hard on behalf of our sector, and we increasingly have a good representation across the diversity of the organisations our membership represents. This is a very important feature of the MA Board and one we must all try to uphold, so I end this report with a reminder to you all to get involved in your Membership organisation. If you think MA could be doing things differently, if you do not feel we are representing your organisation or kaupapa then please get in touch. I look forward to hearing from you.

Elizabeth Cotton

Executive Director's Report: Phillipa Tocker

Tēnā tatou katoa,

Looking back to 2019 from the viewpoint of the COVID-changed world of 2020 brings new meaning to L P Hartley's famous opening line, 'The past is a foreign country; they do things differently there'. But Aotearoa had already been changed in March 2019 by the Christchurch mosque tragedy. Like COVID-19, that event affected everyone, and reminded us all that the most important thing is people – and showing respect and kindness.

Museums Aotearoa began 2019 with recruiting for a new communications role to join me and Administrator Rachel Nankivell. Mo Farrell took up that position just prior to the Christchurch attacks, and launched straight into conference preparation. Turnover on the Board at the AGM in May, including Chair Courtney Johnston whose term had expired, meant we had five new Board members who had joined since the start of the year.

The middle of the year was a period of adjustment, review and more change. The Board started a co-Chairing arrangement, and began work on a new Strategic Plan. Staff worked on office systems and processes. This 2019 office systems work proved its value when COVID-19 closure of our office in Te Papa's Tory St building meant we had to work from home with very little notice in March 2020.

The latter part of the year was focussed on membership and advocacy, both expanded in the report. It was a great pleasure to once again get out around the country to spend time with members in their own regions and gain first hand understanding of their challenges and situations. We also enjoyed visiting Waitangi to begin planning for the 2020 conference, now postponed to 2021.

At the end of the year both Mo Farrell and Rachel Nankivell left MA, and we began 2020 with the temporary assistance of Lynne Carmichael. Sarah Robinson was recruited to the recombined Administration & Membership position, beginning in March 2020, just a week before the pandemic lockdown took effect.

My membership of the Tourism Industry Aotearoa Board was an interesting and useful adjunct role. The crossovers between museums, galleries and the tourism sector could be developed further, especially in the areas of sustainability and social engagement.

Our colleagues in the Australian Museums and Galleries Association (AMaGA) invited me to their annual conference in Alice Springs to lead a workshop with the AMaGA national council on data and evidence for advocacy. Also at that conference, AMaGA launched *First Peoples: A Roadmap for Enhancing Indigenous Engagement in Museums and Galleries*. This was the week before our own conference, Ko Aotearoa Tēnei: This is New Zealand, and the parallels and differences were stark. We have much work to do in both Aotearoa and Australia.

MA's members are a special whānau, and there are too many friends and colleagues to thank every individual for all the support and friendship I have received over a somewhat turbulent 2019. I particularly acknowledge former and current Board Members and staff for all their mahi.

At the time of writing we are still in uncertain times. As an organisation, MA will need to continue to adapt and evolve so we are able to continue to support and advocate for our members through change. And while I hope that the future is not a foreign country, we will still need to do things differently there.

Phillipa Tocker

Advocacy

Museums Aotearoa took part in a wide range of consultations in 2019, as the Government continued to seek input into its policy development. We began the year with a workshop session and discussions with the Heritage Policy team at the Ministry for Culture Heritage (MCH), looking into government's engagement with the museum and gallery sector, and specific ways that we can work together. Unfortunately this work stalled after staff changes at MCH. However, a scoping project to support repatriation across the museum sector that was developed in 2018 received MCH budget mid-year and Te Papa's Dr Amber Aranui was seconded to work with the sector to develop guidelines which are intended to become an appendix to the MA Code of Ethics.

Early in the year MA partnered with National Services Te Paerangi and AUT University to promote and deliver four workshops on Copyright to help people in the galleries, libraries, archives and museum (GLAM) sector to understand the issues and prepare to make submissions on the Copyright Act Review Issues Paper released in late 2018. MA made our own submission, and 22 of the 86 institutional submissions were from the GLAM sector, demonstrating the importance of this review to our sector.

Also in February the Government announced a Review of Vocational Education (RoVE), which would fast track extensive changes to polytechnics and the way industry training is delivered. MA made a submission and took part in several discussion sessions exploring the ramifications and opportunities for the sector.

Our work on the Fire Service Levy exemption for public museums and galleries continued. We worked with MCH to successfully achieve an early exemption so that the punitive transitional levy would cease to apply from 1 July 2019, despite the introduction of the new levy regime being delayed to 2021.

MA made a submission on the Government's Tourism Strategy in February, supporting a comprehensive submission from Creative New Zealand and highlighting the gap in Government support for cultural infrastructure needs, eg for strengthening museum buildings.

After the Christchurch shootings, there was a rapid change to firearms legislation. As this had implications for licensing and storage of firearms in museum collections, MA sought clarification and helped communicate guidance to members as it became available.

Treasury issued a discussion paper on Culture, Wellbeing and the Living Standards Framework in August, and MA commissioned economic consultancy BERL to draft some advice on how the sector might contribute. We made a submission in September, and Treasury says it will consider the submissions in its planned refresh of the Living Standards Framework and Dashboard, which it anticipates will be released in 2021.

During the year we also attended workshops and contributed to discussions and consultations on: national disaster resilience; charities legislation; local government funding and financing; and accounting for heritage assets.

In the local government arena, MA liaised with Local Government New Zealand (LGNZ) to respond to a remit passed at their July AGM asking LGNZ to seek Government funding "for museums and galleries operated by territorial authorities with nationally significant collections". We were able to provide evidence to inform LGNZ's approach, and although this was delayed over the summer break, a letter was sent to Ministers in March 2020. We had meetings and discussions with various local councils, including Auckland Council regarding their cultural institutions review.

Our 2018 report *The value museums, art galleries and heritage properties contribute in Aotearoa New Zealand* has provided essential reference for LGNZ and other advocacy activities. In February/March we ran the National Visitor Survey with a good response from 36 participating museums and galleries. While this annual survey continues to fill a need, it is based on exit surveys which have inherent limitations, and will need review as we see a shift in the data needs of our members. Strategic Pay ran the regular Museum Sector Remuneration Survey in May.

MA's relationships and collaborations across the wider cultural and related sectors include Tourism Industry Aotearoa (TIA), Library & Information Association of New Zealand Aotearoa (LIANZA), Creative New Zealand (CNZ), National Digital Forum (NDF), Service IQ, Museum Education Association of New Zealand (MEANZ), NZ universities and international museums associations including Australian Museums and Galleries Association (AMaGA) and the International Council of Museums (ICOM), for which we provide NZ secretariat services. All of these are vital for advocacy and other activities, in particular professional development.

Nurturing Excellence

MA supports professional development and training for museum and gallery workers. We do this through formal activities, often in partnership with National Services Te Paerangi (NSTP) and other partners, and through our relationships and advisory activities.

We continued meeting with Te Papa to work towards better engagement in planning our respective activities. These became less regular during Te Papa's staff changes in the second half of 2019, and have resumed in 2020.

The International Council of Museums (ICOM) started a process in 2017 to explore a new definition of 'museum'. This debate had been developing internationally, and some workshops held in Aotearoa under our ICOM National Committee. In September Phillipa Tocker attended the ICOM Triennial Conference while on leave in Japan, at which the definition was a major – and somewhat divisive – topic of discussion. The idea that the role and purpose of museums is changing, especially in respect of social agency and community involvement, informed many of MA's activities throughout the year.

The Executive Director represents the sector at Industry Training Organisation ServiceIQ's Industry Advisory Group. While a major activity was the Review of Vocational Education (RoVE), ServiceIQ also continued to arrange the qualifications for the Certificate of Museum Practice and related standards.

Phillipa Tocker made presentations to museum and heritage studies classes at both Victoria University of Wellington and Massey University. Museums Aotearoa enjoyed hosting VUW Museum Studies student Charlotte Walters for a placement researching and writing in preparation for a review of the MA Code of Ethics in the middle of the year. Charlotte went on to take up a summer placement working with NSTP on the repatriation project.

Manaakitanga

Museums Aotearoa is a membership organisation. Whatever we do is for and with the individuals and institutions who make us a strong and mutually supportive association. Gathering together, sharing and learning from each other is vital to our members, and is an essential basis for successful advocacy.

The major event of our year is the annual conference. Hosted at Te Papa, MA19 was our biggest conference yet, with just under 400 participants. Delegates came to MA19 for the networking opportunities – meeting old friends and making new connections is hugely important. The conference kaupapa, *Ko Aotearoa Tēnei: This is New Zealand*, drew from the landmark WAI262 Waitangi Tribunal report published in 2011, placing the Treaty at the centre of discussions to ask how this new era of partnership might be brokered and what promises it holds for our future. Stand out sessions were presented with our international guests Nici Cumpston (Australia) and Jaimie Isaac (Canada) in a panel of indigenous curators, and by Te Papa Iwi in residence, Rongowhakaata. An additional session was held in acknowledgement of the March mosque tragedy, which further explored museums' role in social issues.

The conference dinner was hosted by Associate Minister Hon Grant Robertson at Parliament, a unique opportunity for many, with a superb performance by Te Rakau Trust Rangatahi Kapa Haka group. Associate Minister Hon Carmel Sepuloni also attended part of the conference and addressed delegates ahead of a session on repatriation.

The 2019 ServiceIQ NZ Museum Awards were celebrated during the conference. Awards Convenor Barbara Blake and MC Robyn Cockburn presented a celebratory event at Te Papa. Thirty-six winners and finalists were recognised in ten categories, including a new Education Innovation award.

As well as awards sponsorship from ServiceIQ, MA was supported in the conference and other activities by the establishment of strategic partnership agreements with NZ Micrographic Services, Toulouse Ltd and Curio. We look forward to continuing to work with these organisations and other members who provide services to the sector.

The Emerging Museum Professionals (EMP) network held a Huakina the day after MA19, and appreciated the generosity of three indigenous curators in taking part – an invaluable professional development opportunity.

The Kahui Kaitiaki network held hui at Papawai Marae in the Wairarapa prior to the MA19 conference in May, and another at Otākau Marae on Otago Peninsula in November. A formal support agreement was established with the Te Māori Manaaki Taonga Trust, in which the Trust will provide ongoing grant funding to help Kaitiaki to continue to meet regularly.

The Pasifika and LGBTQI+ networks established in 2018 held their first group meetings during the MA19 conference. These networks are supporting the individuals who identify with them, as well as raising awareness and understanding of inclusion throughout the sector.

In the later part of the year MA held a series of eight regional hui. We had a loose format to allow for topics of local relevance to be discussed, and these were a valuable opportunity to bring colleagues together, share updates and information from MA, and spend time listening and gaining input into MA's planning.

Specific advice, letters of support, and general liaison with members is a large part of MA's manaakitanga. Sometimes this is as simple as connecting different member organisations with similar questions or situations, and at others there is a diplomatic or listening role to be played. As well as the advocacy areas outlined above, we worked with many member museums, galleries and individuals over the course of the year on topics ranging from funding and insurance to admission charges and storage.

Membership numbers/changes

Membership numbers declined marginally in 2019. Fees for 2019 were increased by 1.5% in line with CPI increase (+1.7% in 2018).

	Dec 2017	Dec 2018	Dec 2019
museums	190	197	184
museums (non-voting)	7	4	4
individuals	144	133	124
individuals (non-voting)	1764	1960	1987
honorary	14	17	15
associates	33	30	24

Organisation and Administration

The Board conducted a review of the Constitution in January and amendments were approved at the AGM in May. The changes enabled:

- Board terms to be extended from 2 to 3 years
- explicit provision for co-opted Board members
- explicit provision for appointment of Board members representing specific interest groups
- explicit provision for conferring title of Fellow of Museums Aotearoa

2019 was another year of staffing changes for Museums Aotearoa. Having made the decision to expand the number of permanent staff to three, we achieved full staffing in March with the appointment of Mo Farrell as Communications & Events Manager in March, working alongside Administration & Membership Manager Rachel Nankivell and Executive Director Phillipa Tocker.

After the annual conference in May we focussed on office systems and processes, ensuring that all staff could work collaboratively online. We had a renovation of the office space in September-October and the ability to work flexibly offsite was essential for several weeks. We also installed new furniture to better accommodate three people at a time in our slightly enlarged office.

Fuzion were contracted to do much-needed technical work on our membership database, in preparation for implementing additional functionality. Work on a website review was delayed by the need to make changes to the database first, and we contracted Virginia Gow to assist Mo Farrell in progressing this project towards the end of the year. By the end of December the website upgrade project was fully scoped ready for design and build estimates in early 2020.

In 2019 we printed four issues of *Museums Aotearoa Quarterly*, and sent out fortnightly email *News&Notices* and regular vacancy listings. We also mailed out the 2018 Annual Report and a booklet of the 2019 ServiceIQ NZ Museum Awards. Later in the year we began a review of our communications in tandem with the website project, in anticipation of a move to more online and less print material.

Board membership

The Board is elected at the time of the Annual General Meeting in May each year, according to the Museums Aotearoa Constitution.

Outgoing Board members:

- Courtney Johnston (Museum, Chair to July) – Director, Audience & Insight, Te Papa
- Dale Bailey (Individual, to May) – Director Collections, Research and Learning, Te Papa
- Riah King-Wall (EMP Nominee to July) - Arts Facilitator, Whanganui District Council
- Matariki Williams (Kaitiaki Ika Tahou to July) – Curator Mātauranga Māori, Te Papa

Continuing Board Members:

- Elizabeth Cotton (Museum, co-Chair from August) – Head of Humanities, Auckland War Memorial Museum
- Henriata Nicholas (Kaitiaki, co-Chair from August) – Exhibitions Coordinator, Te Awamutu Museum
- Greg McManus (Individual) – Chief Executive, Waitangi Treaty Grounds
- Olivia Taouma (Pasifika appointee) – Teu La Vā Manager, Auckland War Memorial Museum

Incoming Board members:

- Steven Fox (Individual from May) – General Manager Museum Experience, MOTAT
- Michael Frawley (Museum, from May) - Director, MOTAT
- Louisa Hormann (EMP Nominee from August) - Archives Technician, Air Force Museum
- Bridget Mosley (Museum from May) – Director, Waitomo Caves Museum
- Mark Sykes (Kaitiaki from February) – Collection Manager Taonga Māori, Te Papa (to October), Manager, Whakatāne Museum & Arts (from November)

Annual accounts

The 2019 audit was undertaken by Moore Stephens. The year-end surplus for 2019 was healthy, despite increased staff and costs associated with regional forums.

The following are summary tables of financial performance and position as at 31 December 2019. The full audited Performance Report is published separately.

Financial Position	2019 (\$)	2018 (\$)
Assets		
Current Assets		
Bank and Cash	243,948	173,735
Bank Term Deposits over 90 days	372,571	362,961
Bank Trust and Special Fund Accounts	90,562	90,471
Debtors and Prepayments	328,500	306,204
Other Current Assets	2,258	1,532
Total Current Assets	1,037,839	934,904
Non-current Assets		
Property, Plant & Equipment	7,864	0
Total Non-Current Assets	7,864	0
Total Assets	1,045,703	934,904
Liabilities		
Current Liabilities		
Creditors and Accruals	54,560	53,178
Employee Entitlements	19,480	20,200
Income in Advance	276,074	267,865
Total Current Liabilities	350,114	341,243
Total Liabilities	350,114	341,243
Net Assets	695,589	593,660
Accumulated Funds		
Accumulated Surpluses	603,447	501,609
Reserves	92,142	92,051
Total Accumulated Funds	695,589	593,660

Financial Performance

2019 (\$)

2018 (\$)

Revenue

Donations, fundraising and other similar revenue	-	-
Fees, subscriptions, and other revenue from members:		
Membership fees	280,921	288,009
MA conference	110,543	95,943
MA Awards	13,783	15,783
Revenue from other services for members	37,987	33,283
Revenue from providing goods or services	28,468	14,993
Interest, dividends, and other investment revenue	10,719	11,234
Other revenue	-	78
Total Revenue	482,421	459,323

Expenses

Provision of goods or services		
Insurance	1,420	1,365
Internet/IT/website	20,262	16,199
MA conference	83,933	99,426
MA Awards	17,495	11,648
Membership communication and publications	8,877	7,177
Office rent	5,200	5,200
Photocopying, printing and stationery	2,293	2,046
Postage and courier	5,440	5,352
Professional fees	6,961	13,850
Project expenses	-	14,202
Travel	9,126	7,368
Workshops and meetings	16,266	10,899
Other overheads	9,014	7,781
Grants and donations	-	-
Volunteer and employee related costs	186,233	146,355
Other expenses:		
Audit fees	6,069	5,491
Bad debts	-	43
Depreciation	367	61
Sundry and one-off expenses	1,534	1,833
Total Expenses	380,492	356,297
Surplus / (Deficit) for the year	101,929	103,026

This report was presented at the Museums Aotearoa Annual General Meeting (via zoom) on 8 July 2020.