



Introduction

2007 has been another busy year for Museums Aotearoa, working steadily in support of our members and the museum sector Strategy. Initiatives begun in 2006 have been carried further, including the statistics survey, the Distributed National Collection (DNC) project, and an invigorated annual conference. In addition, we have initiated new projects, including Museums Aotearoa Awards, *Te Ara* online, and promoting International Museums Day.

ADVOCACY, STRATEGY AND REPRESENTATION

Strategic activity

Museums Aotearoa has continued to refer to the 2005 *Strategy for the Museum Sector in New Zealand* to inform our activities. The product of comprehensive consultation, the *Strategy* identified key objectives and implementation tasks for both Museums Aotearoa and others in the museum sector. At the end of 2007, the Board agreed that an update and a fresh look at the implementation of the Strategy would help focus future planning – a report is being prepared by Ross Tanner for the 2008 AGM.

An important strategic activity is liaising with related organisations and key stakeholders. This is vital to ensure that the museum sector has a voice and a presence among our colleagues and funders. We continue to have regular discussions with the Ministry for Culture & Heritage, both on specific matters such as the DNC project and regional museums fund, and more generally to inform the policy makers of current concerns. We have had similar regular liaison with Local Government NZ, NZ Historic Places Trust, and with representatives of the tourism sector.

Discussions were initiated in 2007 with the National Library, as well as archives and museum interests, to canvas shared interests across our sectors. The result was an agreement to bring together the heads of major national cultural institutions and professional associations: LIANZA, Museums Aotearoa, Te Papa Tongarewa, the Archives & Records Association of NZ (ARANZ), the Records Management Association of Australasia, Archives NZ and the National Library. A planned meeting of this 'GLAMS' group in late 2007 was postponed until March 2008. The liaison will be developed in 2008. The executive Director attended the ARANZ conference in Auckland July.

In 2007 a number of meetings were held between Museums Aotearoa and National Services Te Paerangi, which acknowledged and discussed our shared interests, as well as informing each other of progress on our separate agendas. These meetings will be more regular in 2008.

Overseas, the Executive Director attended the Museums Australia conference and continued open dialogue with various Australian museum organisations, as well as the Pacific Islands Museums Association. A Pacific Island Museum Network was established in NZ in conjunction with the Pacific Cooperation Foundation. We also prepared material for presentation by NZ members to an international meeting of museum associations at the ICOM triennial in Vienna.

Distributed National Collection Project

Following development work in 2006, Museums Aotearoa convened a meeting of major museum and art gallery representatives in February 2007 which launched activity towards the proposed exhibition/book/website sector-wide collaboration. MA worked with a part time project manager funded by a contribution from the major institutions to coordinate expert groups to make an initial selection of important collection material from public institutions around the country. This is intended as the basis for a pool from which material can be drawn for future stages of the project.

A successful application was made to Lotteries Environment & Heritage committee, and \$40,000 has been secured for further work in 2008. The Executive Director presented a paper outlining the development of the project at the National Digital Forum Conference in November, and this is published in the forthcoming issue of *Te Ara*. The DNC project is a major effort to raise the profile of museums as kaitiaki and enablers of our nation's cultural heritage collections, and thus a case for improved public support.

Sector Statistics

The report from the first museum sector statistics survey, a project begun in 2006 and conducted in February 2007, was presented at MA07 in March. The data was further analysed subsequently, and the full report is downloadable from the MA website. This survey provided some much-needed baseline information about

museums in this country. An ongoing survey programme has now been established, with funding support from NSTP. This is intended as an annual 'barometer' survey to keep collecting basic data which will build into trends information. There will be annual changes in focus on rotating basis, repeating over a 3-4 year cycle – this year was staff/volunteer issues, and in the future will include areas such as collections, exhibitions, funding and governance. The second survey was conducted in December 2007, and the report will be completed in time for the MA08 conference in April

Staff training and development

Museums Aotearoa is the museum sector member of ATTO, the industry training organisation with responsibility for administering unit standards for workplace training. In 2007 ATTO had a change in CEO, and underwent major internal restructuring. MA led a review of the Terms of Reference of the Museum Training Council which advises ATTO on matters relating to the museum sector, and we have worked with the new staff to develop better understanding of the sector and its needs. The theme of the MA08 conference, *Museum People*, work was in part a result of the growing concerns about staffing issues that became apparent in MCT discussions.

A graduate internship programme was developed in 2006 by National Services Te Paerangi working together with a planning team from Massey and Victoria universities, Creative NZ, Local Government NZ and Museums Aotearoa. A successful pilot scheme of two internships was run in early 2007 for recent graduates to work for around three months in small/medium museums to gain experience, skills, and a more in-depth understanding of working in a hands-on role. MA provided the administrative support to manage the interns' stipend, which was paid from an NSTP grant. Following evaluation of positive feedback from both the interns and the host organisations, and refinement of the process as the Museum Graduate Internship Programme (MGIP), two more graduates were selected in late 2007 to undertake projects in South Island museums in early 2007.

Advocacy for the museum sector

Museums Aotearoa plays a vital advocacy role as New Zealand's independent national museum association. The Executive Director held regular meetings with the Hon Judith Tizard, Associate Minister for Arts, Culture and Heritage, and with officials of the Ministry for Culture and Heritage and other government and related agencies. Museums Aotearoa made submissions and participated in consultation on a number of policy matters in 2007:

- the Hague Convention on the Protection of Cultural Property in the Event of Armed Conflict
- Resale Royalty Rights for Artists
- Tourism Strategy 2015
- National Forum for Government and the Community & Volunteer Sector
- Digital Strategy 'Refresh'
- the Tax Treatment of Reimbursement Payments and Honoraria paid to Volunteers

Local councils are an important influence in the museum sector. Since there are over 80 councils, MA cannot engage directly with them all, and is working with Local Government NZ to strengthen councils' understanding of the role of museums and galleries on a national basis. We put out a media release urging museum and public participation in the 2007 local body election process, and advocacy with local government will be further developed in 2008.

Support of museum sector and individual museums

In supporting individual members, Museums Aotearoa wrote a number of letters of support, and submissions for individual organisation. This included:

- letters, meetings and public comment regarding Tauranga Museum
- advice and lobbying Wanganui District Council regarding restructuring effects on the Sarjeant Gallery and Whanganui Regional Museum
- advice to the Police Museum
- discussions regarding the future of Te Manawa, Whakatane Museum & Art Gallery strategic planning, Picton museums, MAVtech/Horowhenua
- many other informal visits and discussions with members

The Museums Aotearoa office regularly answers telephone and other correspondence regarding large and small issues of concern to members, such as insurance, visitor reporting, collection management, admission charges, and funding applications.

Beginning in late 2006, MA worked with exhibition managers from museums and art galleries around NZ to support the establishment of Touring Exhibitions Network NZ (TENNZ). This group has now affiliated with the Australian NAME group, meets biannually, and MA has provided a section on our website to share information about touring exhibitions. We also liaise with various other sector groups such as NZ Conservators of Cultural Material, Registrars and MEANZ.

COMMUNICATION AND MEMBERSHIP SERVICES

Membership

During 2007, there was a significant increase in both museum and associate member numbers, and a decrease in individual members – resulting in a net decrease in absolute numbers overall. It should be noted that end-2006 individuals include a number who were subsequently removed from our database for non-payment of fees. The reduction in individual members also reflects the fact that we lose some when their institutions take up membership. We also have 21 Honorary members and Fellows, and 17 'FYI' members.

	museums	individuals	associates
2006	158	220	3
2007	169	189	14

Communication and Publications

In 2007, we sent out 12 monthly editions of *e-NEWS*, sampling the extensive coverage of museums in print media. In size, the *e-NEWS* grew from 47 pages in January to over 70 in November. While we have not done an extensive analysis, it does seem that press coverage of museum-related stories is increasing. Events, submissions and a wide range of other items were included in *e-NOTICES*. These were sent out to members at least monthly, and more frequently when required – 17 compilations of notices were sent in 2007. In addition, there were 117 vacancies advertised by email and on our website.

After reviewing all Museums Aotearoa publications in 2006, we established the hard copy *Museums Aotearoa Quarterly* to complement electronic communications media. The aim was to maintain a hard-copy newsletter while reducing the high cost of postage and printing for monthly mail-outs. *MAQ* has varied in size and content, depending on submitted material and office staff time available. It has drawn little feedback from members.

The *Directory* was redesigned for its printing in August 2007, the first edition since 2005. This has been very well received, and there are still copies available for retail through museum/gallery shops. Further refinements are planned for 2008, including an online version for members.

In the absence of Creative NZ support for printing *Te Ara*, extensive research into options for a sustainable future for the Journal resulted in a decision to re-establish *Te Ara* as an online journal. With the help of a grant from NSTP towards set-up costs, this work began in late 2007, carrying over to 2008. *Te Ara* is now live, and we expect its increased accessibility to draw new audiences nationally and internationally, as well as continue to service our own sector.

The MA website, has continued to grow, with more downloadable information and activities as well as the new *Te Ara* online site. While discussion forums have not been active, statistics show that website activity has steadily increased, doubling to over 1000 unique visitors per month in November-December 2007. Patterns of usage suggest that the majority of visitors are from within New Zealand, using the website to find information, mainly during working hours.

We will continue to review our mix of communications for members and invite contributions and suggestions at any time.

Annual Conference

The 2007 Museums Aotearoa annual conference on the theme *Museums – Building for the future* was hosted on 15-16 March by Auckland War Memorial Museum, in their recently opened events centre. This stimulating and successful event was attended by architects, project managers and fund-raisers, as well as over 220 museum professionals. A number of the papers presented have been made publicly available on the Museums Aotearoa website. It is hoped that this approach can be further developed in future.

The conference planning was begun in 2006, and most of the work was carried out by a very small team – both Denise Laurie and Belinda Sutherland are to be congratulated for their dedication and hard work. In part due to the practical administrative support provided by AWMM, and also the generous sponsorship of organisations which had been involved in their redevelopment, the conference made a substantial profit – our thanks to then Director, Rodney Wilson. This is reflected in the balance sheet, and the additional income was put towards projects including statistics research and *Te Ara* online.

Planning for the annual MA conference is a year-round activity, and the conference workload needs to be spread as broadly and evenly as possible. Inevitably some people will be unable to participate all the way through, and it is an advantage to include input from as wide a range of organisations and individuals as possible.

Awards and Scholarships

Claire Regnault, Concept Development Manager at TheNewDowse & Petone Settlers Museum, was awarded the 2007 Clark Collection/Creative NZ Scholarship. Her time in the UK in July-August, including the Attingham Trust Summer School and four week-long internships was extremely successful. Claire has written about her experiences in the latest *Te Ara*, and will present a paper at the MA08 conference.

With the expiry of Errol Clark's 5-year commitment to the Scholarship at the end of 2007, and Creative NZ's grant continuing through to 2008, Museums Aotearoa undertook an internal review of this scholarship. Feedback from scholars, employers, selectors and others was unanimous in endorsing the value of the scholarship. Errol Clark subsequently agreed to continue his support, and an application to Creative NZ for a further 3 years is pending.

Funding from the Asia NZ museum award supported Bevan Chuang from Auckland War Memorial Museum to travel to Japan to research an exhibition of Japanese street fashion. *Loli-Pop: A Downtown Auckland View on Japanese Street Fashion* had an extended season at AWMM, and drew new and appreciative audiences both to the exhibition and associated public programmes.

A staff placement at the Taiwan National Palace Museum in November 2007 was negotiated through Asia NZ and also funded through the museum awards grant. Louis Le Vaillant, Curator of Applied Arts at AWMM, spent three weeks researching collections and building collegial relationships with staff at the NPM. This kind of professional development is encouraged by Asia NZ as an excellent way of developing ongoing linkages and increasing our cultural organisations' capacity to meet the challenges of New Zealand's changing future with Asia.

Maori Values

A meeting of kaitiaki Maori was convened by Chanel Clarke, kaitiaki nominee to the Board, during the MA07 conference in Auckland. It was agreed that a better and more sustainable framework to support kaitiaki is needed, and a small group of individuals is working to develop this. A hui is planned for mid-2008 to take these developments further.

Budget

Following a very small deficit in 2006, the 2007 financial year showed a healthy positive balance of \$13,699. This is largely due to the profit from sponsorship of the MA07 conference, only some of which was able to be allocated to special projects in the remainder of 2007. Membership fees were held at 2005 levels income from this source rose by just over \$13,000 because of a, increase in museum members.

A break-even budget is forecast for 2008. However, it should be noted that membership fees cannot continue to remain at 2005 levels indefinitely in the face of increased costs for most goods and services. Unless substantial additional income is forthcoming from sources, an increase in membership fees will be recommended for 2009.

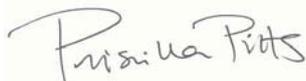
Staff

Both the Executive Director, Phillipa Tocker (full time) and the Office Manager, Fiona King (half time) have continued in their roles, assisted by accountant Gina Lumplecker. In 2007 Jane Legget continued as Editor of *Te Ara* in a reduced capacity, and we engaged Jeremiah Boniface on a contract to work on the technical and practical aspects of creating *Te Ara* online. Museum Studies student Lorie Mastemaker provided some temporary administrative assistance.

Museums Aotearoa Board

At the 2007 AGM Rodney Wilson and Chair Thérèse Angelo left the Board, and were replaced by Lesley Colsell and Chas Charlton. Priscilla Pitts was subsequently elected Chair. With Priscilla's move from Dunedin Public Art Gallery/Otago Settlers Museum to NZ Historic Places Trust in late 2007, it was agreed that she would remain in office until the 2008 AGM.

Staff, Board members, individual and museum members and supporters have all contributed to a busy and constructive year for Museums Aotearoa. Strategic activity on behalf of the sector, such as the collaborative DNC project, has been the focus of much of our energy and time, and is set to bear fruit in the coming years. Other challenges around staff, volunteers and professionalism have come to the fore, and issues of collections and resourcing continue to be core concerns for the sector. We look forward to working with and supporting our members on these in 2008.



Priscilla Pitts
Chair



Phillipa Tocker
Executive Director

10 April 2007