



2011 | ANNUAL REPORT

museums
aotearoa

MA Chair's Report



The last year has seen both tragedy and triumph, and challenge and celebration throughout the Museum and wider cultural sector. The continued loss of heritage fabric in Christchurch has remained a dominant feature, and yet there is also much to celebrate. This is no more obvious than when looking at the successes featured in the finalists of the New Zealand Museum Awards. Brilliant new or revitalised buildings (large and small), innovative exhibitions, outreach programmes, and web applications all demonstrate the continued vibrancy of the sector. Museums Aotearoa has been delighted to share in many of those celebrations and in turn to provide support where it has been needed.

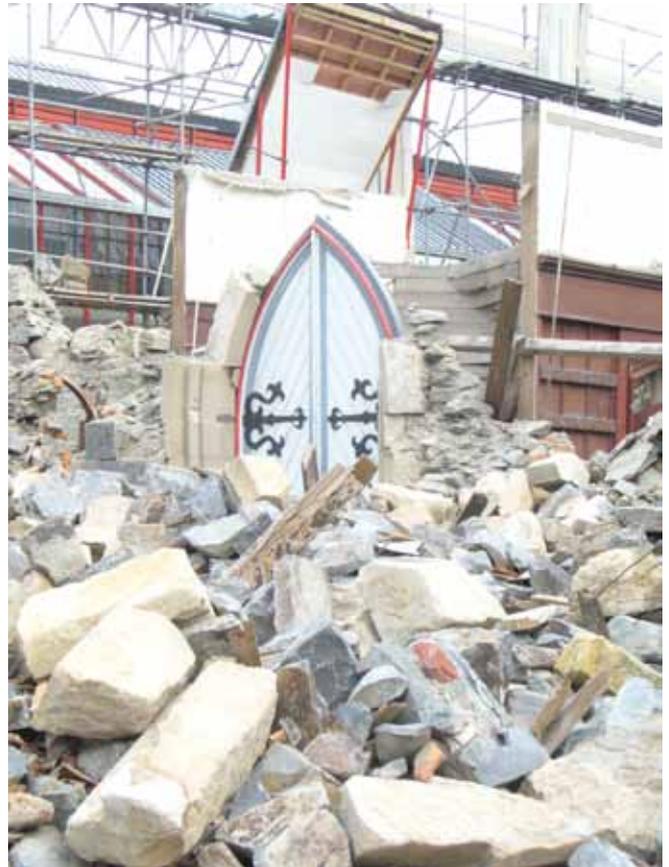
Museums Aotearoa has also had a busy and successful year as set out in more detail in this report. For various reasons not everything we hoped to do has been completed during 2011, but there are good foundations for these projects to be completed in the near future. Relationships though are at the heart of the organisation and remain a key focus. There have been an increased number of meetings with members around the country; a relationship agreement with Te Papa and the Ministry for Culture and Heritage is being discussed; advocacy has been provided for individual organisations and the whole sector; and work with agencies across the wider Galleries, Libraries, Archives and Museums sector (GLAMS) continues.

When reading the text of the annual report the number and range of activities MA has been involved in during the past 12 months belies the fact that it is a very small organisation with a paid staff of just 1.75 and a volunteer board. It is important to recognise the commitment of all of those who have contributed to the smooth running of the organisation or to the various projects undertaken. However, I'd like to give a special mention to Executive Director Phillipa Tocker who quietly invests a great deal of her own time in ensuring the success of MA and to Sophie de Lautour Kelly who has done a great job in the membership services role. Sophie leaves MA shortly for overseas opportunities and we thank her greatly for all her efforts on the organisation's behalf.

A handwritten signature in black ink, appearing to read 'Thérèse Angelo'.

Thérèse Angelo

Chair



Executive Director's Report



2011 was a year in which much was achieved by Museums Aotearoa. We made progress in advocacy, membership development, office systems, and research. We successfully ran the MA12 conference and NZ Museum Awards programme, hosted international visitors and members' events. We also made progress with our major accreditation and Code of Ethics review projects, although not as much as hoped. There is still much to do in 2012 and beyond.

2011 was dominated by the effects of the Canterbury earthquakes and the continuing poor economic climate. Both had significant and ongoing consequences for the museum sector and for all our members.

MA received a huge number of offers of support for colleagues in Canterbury, and it has been a challenge for the rest of the country to know how best to help. For much of 2011 there was little outside assistance that could be provided because of logistical limitations – extra people just made the lack of transport, accommodation and services more problematic. However, there is much that can be learnt by the rest of us from the Christchurch experience. Sharing, learning and support opportunities are being further developed in 2012, for example through a workshop for senior museum and gallery staff in Wellington in February, and a special session at the MA12 conference.

Economic challenges require a similar approach. While each individual and institution needs to address their own situation, we can increase understanding, capacity and opportunities by sharing experience and ideas, and working collaboratively. I have found it very satisfying getting out into the museum community more actively to facilitate and promote collaboration and collegial networks.

I thank Sophie de Lautour Kelly, the MA Board, and all the members who contribute to the vitality of our organisation. I look forward to continuing to work on behalf of MA members as we look to the future.

A handwritten signature in black ink, which appears to read 'Phillipa Tocker'. The signature is stylized and fluid, with a long horizontal stroke at the end.

Phillipa Tocker
Executive Director



Museums Aotearoa



Museums Aotearoa is New Zealand's professional association for public museums and galleries and those who work in, or are associated with them. MA 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. New Zealand museums are actively focused on enriching their communities by enhancing the quality of their facilities, collections, programmes, products and services. Museums play a pivotal role in the national heritage, education, leisure, and tourism sectors, and they demonstrate and profile New Zealand's innovation and leadership internationally.

Museums Aotearoa is governed by a Board of six elected by its members – three by museums (M) and three by individuals (I). One of the individual positions is nominated by kaitiaki, and for the last two years has been shared by two Board members (K). As of the April 2011 AGM, Lesley Colsell and Bill Macnaught stood down. Lesley's service as Chair and Bill's contribution to the Board are gratefully acknowledged.

The 2011-2012 Board was:

Thérèse Angelo, Chair (Air Force Museum, M)
Eric Dorfman (Whanganui Regional Museum, M)
Jenny Harper (Christchurch Art Gallery, I)
Michelle Hippolite (Te Papa, M)
Manu Kawana (Te Manawa, K)
Greg McManus (Rotorua Museum, I)
Lauren Sadlier (Museums Wellington, K)

Museums Aotearoa values:

- people who work in the museums and galleries sector in New Zealand
- partnerships established by the Treaty of Waitangi
- engagement with communities in the care and management, research, and interpretation of their treasures and taonga
- shared ideas and resources in collaborative projects inside the sector and with other partners
- development of expertise, research and scholarship, including mātauranga Māori
- exchange of knowledge enabling New Zealand museums and galleries to set a benchmark for exemplary professional museum practices and ethical principles



Advocacy

Advocacy is a vital role of a professional association, especially in a sector operating in the public arena. Museums Aotearoa's stakeholders are many and varied – government ministers and ministries, local government politicians and officials, and of course our members, both institutional and individual.

Advocacy activity has two main strands – national and local. At a national level, we continued to meet regularly with elected representatives and officials to keep the profile of the museum and gallery sector as high as possible, and to discuss and inform about current issues and projects.

This included several meetings with the Minister for Arts, Culture and Heritage, Hon Christopher Finlayson, and with the opposition spokesperson Steve Chadwick. At a broader level we continued to work closely with the Ministry for Culture and Heritage on policy matters and specific projects. This was particularly important being election year, to ensure current sector issues were known and understood by those developing policy.

Working within the sector, Museums Aotearoa encouraged members to advocate proactively in their own interests. We highlighted particular issues in regular 'Policy Matters!' columns in the Museums Aotearoa Quarterly newsletter and in our e-news and blog posts. We also ran a governance workshop as part of the MA11 conference. These activities, along with direct discussions with members, are helping to raise awareness and skills in advocacy across the sector.

ongoing relationship development

A trend in advocacy noted in 2011 is the move away from 'protest' activity towards more direct and ongoing relationship development and management at a local level. In past years MA has made submissions to various council annual and long-term plans as part of the formal consultation process. There were no submissions in 2011. Instead, there seems to be more success and support arising from ensuring that positive relationships are established and maintained between museum and gallery staff and members of governing bodies, and their council and community stakeholders.

In May-June, Phillipa took part in a series of strategic development meetings with Regional Facilities Auckland (RFA). RFA was established under the new Auckland Council to manage a range of council-controlled organisations such as Auckland Art Gallery, and indirectly other council-funded organisations including Auckland Museum, MOTAT and Voyager. MA also had input into other discussions about funding, governance and responsibility for museums and galleries before and after the transition to one Auckland Council.

Direct advocacy was facilitated in support of a number of members. This involved speaking at events, discussions with governing bodies and local politicians, and providing advice and information on specific issues.

In the second half of the year MA worked with Christchurch-based members to develop a funding proposal to enable a planned building project at the Air Force Museum to be enhanced to incorporate a cultural collections recovery facility for the region. Applications were made to the Canterbury Earthquake Appeal Trust and the Ministry for Culture and Heritage. It was particularly heartening to have the enthusiastic support of museum members for a portion of the funding to be requested from the Regional Museum Fund. The application has been successful, with the Minister announcing funding approval in early 2012.

inform about current issues

Other representations and discussions have continued across the wider galleries, libraries, archives and museums sector (GLAMS). MA continues to have a relationship with the New Zealand Commission for UNESCO. Phillipa is on the Board of the National Digital Forum (currently co-chair). She is also an elected committee member of ICOM New Zealand, which has been working towards a stronger structure and higher profile to help New Zealand museum professionals access international networks.

Thérèse Angelo and Phillipa Tocker represented MA at a meeting of the Council of Australasian Museum Directors (CAMD) in November. During their two-day meeting hosted by Canterbury Museum, we reported on New Zealand's museum sector and current issues, then hosted CAMD and MA members for a reception at the Air Force Museum.

Our work to develop an accreditation scheme for New Zealand museums is continuing. It was agreed that we would work with the Arts Council England to use their accreditation scheme as a starting point, as it had been established for some time and was near the end of a comprehensive review. Progress was delayed with Christchurch-based working group members unable to devote much time to this project, and a delay in the release of the UK review until December 2011.

Discussions with stakeholders here have been productive, with understanding and acceptance of accreditation improving over the past year. This project will be continued in 2012.

Alongside these projects we have continued to evolve working relationships with Te Papa. It has been agreed that we will work together wherever our interests overlap, especially in support of activities such as Christchurch earthquake recovery and WW1 commemoration planning, as well as training and professional development. MA provided input to Te Papa's vision development project in the later part of 2011 on behalf of the sector.

Membership

2011 saw further work on developing engagement with individual Museums Aotearoa members. Specific benefits for Individual Members were negotiated, including discounts and free entry at member museums and galleries. A discounted Individual Membership fee for staff and volunteers working in member institutions was introduced. This did result in an increase in individual membership – but not as much as anticipated. The Board reviewed the membership structure and agreed a further enhancement for 2012: all staff of member museums will be able to get direct electronic communication, and any who take up the discounted membership option will also get a membership card and access to the additional benefits that it brings (this is the same as for members who are not employed by member museums).

Membership numbers at the end of the year:

	Museums	Individuals*	Associates
2007	167	206	14
2008	167	191	16
2009	165	181	20
2010	166	162	23
2011	169	212	25

*includes Honorary members (currently 20)

We have been collecting more information about our institutional members as part of our sector statistics project as outlined later in this report. This has highlighted limitations in our current database, and we expect to go out to market for an improved system in 2012. This will enable us to support the membership more effectively.

In April the Board farewelled Chair Lesley Colsell at the end of her second term on the Board. We also farewelled Bill Macnaught, who stepped down a year early when he left Puke Ariki to take up his new position as National Librarian. We welcomed Thérèse Angelo back as Chair, along with new Board member Eric Dorfman.

access to additional benefits

Manu Kawana took the lead role as Kaitiaki nominee during 2011, supported by Laureen Sadlier. They supported the review of the Code of Ethics and made an essential contribution to tikanga for MA. Both have indicated they are stepping down in 2012.

The Board met quarterly. In February, May and November we took the opportunity to combine Board meetings with functions for members. An afternoon session at Rotorua Museum in February was attended by over 20 members from the area, some of whom had driven quite some distance to be there. We had a good discussion of current issues and



projects, including the work towards accreditation and reviewing the Code of Ethics.

Wellington members got together in May to brainstorm theme development for the MA12 conference. In a surprisingly short time, the discussion coalesced around the idea of collaboration – a fitting theme for a diverse group facing current funding and resource pressures, and an ideal opportunity to put it into practice.

Our November meeting was in Christchurch. For those of us from out of town, it was a sobering visit. We saw first-hand the devastation wrought by a year of earthquakes and aftershocks, and heard about the difficulties – and the new initiatives – that have arisen from these unprecedented events. We shared some of this understanding and hospitality with CAMD members at the Air Force Museum.

shared understanding & hospitality

Museums Aotearoa also visited many institutions and was represented at a range of events. As resources allow, the Executive Director visits members and attends openings and other functions such as the Northland Museums Association meeting hosted by the Kauri Museum in September. It was a pleasure to visit new developments and exhibitions around the country.



Professional Development and Training



Nelson hosted the MA11 conference *Collecting Culture*, 13-15 April 2011. With sessions and functions at The Suter Art Gallery, Nelson Provincial Museum, Theatre Royal, Founders Park, Whakatu Marae, Nelson School of Music and Broadgreen Historic House, delegates experienced much of Nelson's heritage and arts facilities firsthand. With a focus on collections, we explored practical and philosophical aspects of one of the core tenets of museums.

Alec Coles, ex-UK Director of the Western Australian Museum in Perth, looked at policy and political considerations facing museums and their collections. Sydney-based arts lawyer Shane Simpson shared some of his research into collections ethics and legal issues.

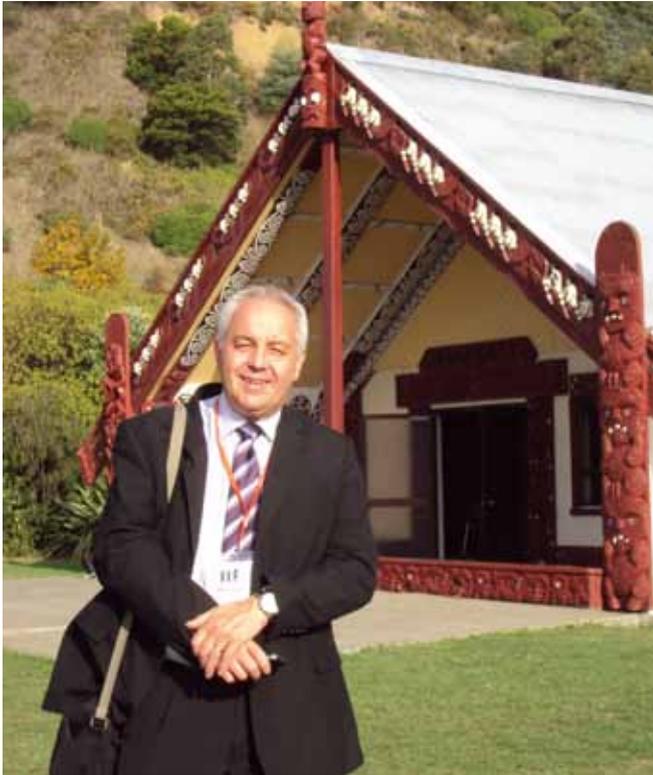
international speakers

We were delighted to host Annabel Westman, UK textile historian for a visit which included public lectures in Auckland, Wellington and Nelson, as well as the MA11 conference. Annabel has been closely involved in the Attingham Trust, and it was good to bring ideas and thinking which inform UK collections work, to New Zealand.

The international speakers were joined by a varied and enthusiastic cohort of New Zealand-based colleagues to make a stimulating and enjoyable conference. Attendees were very positive in their praise of the hosts and the programme, as well as the social and collegial networks and professional development that the annual MA conference provides.

While in Nelson, we celebrated the 2011 NZ Museum Awards. The awards recognise and promote excellence in the sector – whether through exhibitions, innovation, or individual effort. We are proud to continue to offer the awards programme as a regular part of the museum calendar. This was made possible through the engagement of the museum community, the sponsorship of Story Inc, and the participation of our 2011 guest judge, renowned architect Ian Athfield.





In August, MA again partnered with The Human Rights Commission and National Services Te Paerangi to facilitate a museums and galleries session as part of the annual Diversity Forum. This year the forum was held in Hamilton, hosted by Waikato Museum. Attendees were presented with case studies and had a lively debate about the responsibilities and consequences of working with minority and disadvantaged communities in museum projects.

recognise & promote excellence

In early 2011, MA worked with ATTTO and Museum Training Council members to establish priorities in workplace training, arising from the Strategic Training Plan developed in 2010. We are pleased to support the work that ATTTO has done throughout 2011 to develop new and improved resources for trainees working towards the qualifications reviewed in 2010. Another success was the development of an Induction Resource. This set of interactive material draws on the unit standards which make up the museum practice certificate, and provides an introduction to the museum sector and the core principles of its operation.



Administration and Finance

MA's two permanent staff members in 2011 were Executive Director Phillipa Tocker and Membership Services Manager Sophie de Lautour Kelly. We contracted assistance for accounting and graphic design work, and used a range of external service providers. Kamaya Yates was employed as conference coordinator for MA11.

improved membership systems

Work continued on database development, including collecting and collating more data about the sector as part of the compilation of information for the 2012 Directory. We have taken the current system as far as is possible, and will continue to evolve systems and support alongside the sector statistics project.

Our income increased in 2011 largely due to improved membership systems, resulting in a larger than budgeted year-end surplus. Less expenditure on the sector statistics project, as well as deferred upgrades to our IT and database systems, also contributed to the surplus. A break-even budget has been approved by the Board for 2012.



The following are summary tables of financial position and performance as at 31 December 2011. Full annual accounts and accompanying notes are published separately.

The 2011 financial statements have been independently audited by Grant Thornton. During this process the comparative financial position and financial performance previously reported has been adjusted to ensure transactions are treated in a consistent manner with accounting policies as applied in the current year. The restatement particularly relates to the treatment of Income in Advance and Trust and Special Funds. The full financial statements are available from our website or on request.

Annual Accounts

Financial Position	2011 (\$)	2010 (\$)
CURRENT ASSETS		<i>Restated</i>
Trade debtors and other receivables	4,804	9,801
Cash and bank current accounts	42,105	7,504
Bank term deposits and savings	131,668	124,043
GST receivable	2,394	3,355
Interest accrued	1,639	2,359
TOTAL CURRENT ASSETS	182,610	147,062
CURRENT LIABILITIES		
Trade creditors and other payables	20,312	16,446
Employee entitlements	6,876	6,440
Income in Advance	24,445	28,170
TOTAL CURRENT LIABILITIES	51,633	51,056
WORKING CAPITAL	130,977	96,006
NON-CURRENT ASSETS		
Savings accounts – restricted project funds	83,645	82,417
Property, Plant and Equipment	1,051	1,238
TOTAL NON-CURRENT ASSETS	84,696	83,655
NET ASSETS	215,674	179,661
Accumulated funds	132,029	97,244
Trust and Special Funds Reserve	83,645	82,417
TOTAL EQUITY	215,674	179,661

Financial Performance	2011 (\$)	2010 (\$)
INCOME		<i>Restated</i>
Membership fees	208,308	167,272
AGM and conference	69,912	59,526
MA Awards	14,600	15,833
Asia NZ Foundation	-	17,427
Clark Collection / Creative NZ Scholarship	-	12,000
Project Income	3,725	20,059
Interest	8,716	8,035
Other income	22,843	20,654
TOTAL INCOME	328,105	320,807
LESS EXPENSES		
AGM and conference	51,166	52,953
MA Awards	16,622	15,174
Asia NZ Foundation	-	17,427
Clark Collection / Creative NZ Scholarship	-	11,500
Project expenses	3,725	6,848
Kaitiaki expenses	2,246	3,862
Mina McKenzie Scholarships		2,000
Audit fees	4,500	4,000
Depreciation	187	187
Employment expenses	128,612	110,973
Insurance	1,030	1,031
Interest and bank charges	1,757	765
Membership communications	15,845	8,005
Office rent	9,060	9,060
Postage and courier	3,208	5,034
Printing and stationary	4,668	5,675
Professional fees	4,951	11,732
Publications	20,333	15,610
Travel	8,070	5,531
Other overheads	16,113	14,914
TOTAL EXPENSES	292,092	302,281
NET SURPLUS / (LOSS) FOR THE YEAR	36,013	18,526



Museums Aotearoa

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