

HE MAHERE RAUTAKI: MUSEUMS AOTEAROA STRATEGIC PLAN 2016 – 2018

KO TE WAWATA

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

VISION

Aotearoa New Zealand has thriving and sustainable museums.

KO TE WERO

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

MISSION

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.

OUR SUCCESS LOOKS LIKE (the outcomes or goals we are working toward)

Advocacy

Our members know how to advocate effectively
Museums Aotearoa is recognised as the authoritative voice for Aotearoa New Zealand's museums
We have strong relationships with key influencers

Nurturing excellence

Our sector has a skilled and knowledgeable workforce
There are well-defined and equitable development opportunities for professional growth.

Manaakitanga

Our membership is connected/networked
We provide professional resources/benchmark information for our members.

Museums Aotearoa values:

- people who work in the museums and galleries sector in New Zealand
- partnerships established by Te Tiriti o 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, mātauranga Māori and scholarship
- exchange of knowledge enabling New Zealand museums and galleries to set a benchmark for exemplary professional museum practices and ethical principles
- Museums Aotearoa members and staff respect the Museums Aotearoa *Code of Ethics & Professional Practice* (2013).

ADVOCACY

OUTCOMES

MA and members can effectively advocate.

MA is an authoritative voice.

MA maintains strong strategic relationships.

MA enables museums to develop a bicultural kaupapa.

OUTPUTS

MA staff and board provide active support to member organisations to undertake advocacy.

We will compile a body of evidence-based data which is freely available for members.

We have strong relationships and regular briefings with:

We advocate through kaitiakitanga, in a way that is consistent with Māori cultural philosophy, tikanga, knowledge and values.

We are an advocate for members.

We have a strong media profile and presence and are the 'go to' source of information for members.

- The Minister of Arts Culture and Heritage and senior Ministry staff
- Local Government New Zealand
- Creative New Zealand
- Toi Māori
- Tourism Industry Australia
- Tourism New Zealand
- Te Puni Kōkiri
- The Ministry of Education
- Te Māori Manaaki Taonga Trust.

We conduct regular advocacy training.

We actively and publically participate in issues important to the sector.

We will make submissions on issues of national importance affecting the sector.

ACTIVITIES

Advocacy workshops are conducted.

We are a strong presence at Local Government New Zealand.

Regular meetings are held.

Co-ordinate with National Services Te Paerangi to develop bicultural sector development.

Members are supported.

Current data collection and sharing practices will be continuously improved.

We maintain membership of relevant organisations.

We will work alongside mana whenua in advocating.

We will work with partners to expand our data collection and analysis capacity.

We communicate regularly back to members on key consultations or meetings we have.

Our website is improved to be more effective and efficient for members to access information.

An external communications plan is developed.

ACTIONS/MEASURES

2016–17 Advocacy workshops at 8 regional meetings.

Present at July 2017 Local Government New Zealand conference.

At least 2 meetings with Minister MCH per year (Board Chair + ED) and regular meetings with MCH staff (ED as per projects).

All advocacy is consistent with Māori cultural philosophy, tikanga, knowledge and values.

Proactive and reactive support as reported to Board (eg in media storm).

Review and run sector survey in February, report by May 2017.

MA/ED member of TIA, NDF, Arts Wellington.

Develop evidence based data resource for MA website by August 2017.

Maintain active relationships with external agencies including Creative NZ, Tourism NZ, Toi Māori.

Establish an external communications plan by May 2017 and begin quarterly reporting on that plan to members.

MA/staff membership of and regular contact with AAM, MA-UK, Museums Australia, CAM, CMA.

MA submissions on relevant consultation, eg copyright, Incorporated Societies, FENZ, tax incentives and cultural gifting, immunity from seizure.

NURTURING EXCELLENCE

OUTCOMES

MA is committed to the equitable development of leaders within our sector.

MA is a key influencer for other groups providing sector training.

MA enables museums to develop a bicultural kaupapa.

OUTPUTS

We actively foster and facilitate leadership training opportunities within the sector.

We are a conduit of information from the sector to training providers, including:

- Service IQ
- National Services Te Paerangi
- Museum studies tertiary providers.

MA is committed to developing confident bicultural member institutions.

ACTIVITIES

We will:

Facilitate various director / leadership networks and allocate time at conferences for these groups to meet

Facilitate a mentoring programme for those new to the sector or their roles

Provide opportunities to develop tangata whenua leadership within the sector

Develop Pasifika participation and leadership within the sector.

Meaningful leadership programmes are implemented by one or more of these agencies.

We actively contribute into processes to formulate or assess course planning and content.

We will:

Support the Kāhui Kaitiaki network

Ensure conference sessions and regional meetings include a Māori voice

Develop sector knowledge and understanding of iwi Māori expectations of museums and galleries.

ACTIONS/MEASURES

Directors' and leadership networks are supported and meet regularly.

Pilot mentoring programme is reviewed and extended nationally.

Investigate establishment of a museum leadership programme for Aotearoa NZ.

Regular liaison with ServiceIQ re qualifications and sector engagement.

Establish complementary MA-National Services Te Paerangi work plan and calendar for training and professional development.

Establish/formalise MA liaison with university museum studies programmes.

MA supports two Kaitiaki hui network meetings each year.

MA conferences and regional hui include Māori participation, content and perspectives.

MANAAKITANGA

OUTCOMES

MA is connected to our membership.

MA provides professional resources.

MA supports museums to develop a bicultural kaupapa.

OUTPUTS

We communicate with members in a timely and regular way.

Working with a host region and tangata whenua we will organise and put on an annual conference.

We will support and engage with Kāhui Kaitiaki.

We will support professional specialised sector networks including the EMP group, ICOM NZ, MEANZ and TENNZ.

We will collate a library of operational resources that support museums to do their work (policy, governance, job descriptions).

We maintain a code of ethics framework to help guide decision making for governance bodies, management and staff of member organisations.

Appropriate tikanga is followed in all our activities and te reo is part of all our communications.

ACTIVITIES

We will:

Clearly articulate membership benefits

Host an annual conference

Host regional meetings each year

Maintain regular updates via pānui emails and the MAQuarterly journal

Provide liaison, admin support and meeting opportunities for associated networks

Conduct a yearly AGM with time for member discussions and run an annual survey on member satisfaction.

We will:

Identify and collect core information by May 2017

Make this information available by August 2017

Maintain and regularly review the MA Code of Ethics.

We will:

Support MA staff in enhancing their te reo

Support visitors to Aotearoa New Zealand for events such as conference to follow tikanga and learn te reo pronunciation.

ACTIONS/MEASURES

Membership benefits communication is reviewed and renewed.

MA17 conference in Palmerston North is well attended and meets budget.

At least 8 regional meetings are held each year.

Facilitate meetings and communications of other networks including EMP, Kaitiaki, TENNZ.

Regular pānui to members, produce MAQuarterly and review online delivery.

Seek input from members on resource needs via 2016 regional meetings and 2017 membership survey.

Set up online resource library for members including eg job descriptions, document templates, ethics and case studies by August 2017.

Regularly report on Code of Ethics and support members on case-by-case basis.

MA staff are supported to develop their proficiency in te reo skills.

Visitors are able to follow tikanga and meaningfully participate in MA events.

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