



Program information

Museum, Collection and Heritage Management

A five-day advanced professional development short course working intensively with a range of management concepts as they apply to museums and other cultural and heritage institutions, with specific case studies drawn from Australia and overseas.

Date: This advanced professional development short course will be held over five days in two blocks, 11-12 & 24-26 June 2013.

Venue: The Australian National University, Canberra

Time: 9.30 am - 5.30 pm (approx.) each day

Cost: The event cost is \$2,200 (incl. GST)

Details: Effective and efficient management is an essential component of all cultural, collecting and heritage institutions and sites. This course introduces a range of management concepts as they apply to museums and other cultural and heritage institutions, with practical case studies drawn from Australia and overseas. Subjects covered include leadership, marketing and media management, organisational theory and governance, strategic planning and change management, problem solving, risk and disaster management, performance assessment and managing creativity and knowledge. Participants will engage with practical case studies, workshops and group projects guided by ANU staff as well as senior and executive staff from the cultural and heritage sectors. The course will include guest sessions by senior museum managers exploring and presenting best practice at the leading national cultural institutions accessible in Canberra.

The program will be presented concurrently with Masters students from the Museum and Heritage Education program at the ANU.

Enquiries: Sandy Blair **Email:** sandy.blair@anu.edu.au **Phone:** 02 6125 5887

Enrol and pay: Enrol now at <http://ippha.anu.edu.au/events/museum-collection-and-heritage-management>

Course Description

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Key course topics

- Museums and their mission: strategies for managing
- Leading change: leadership and strategic planning
- Museum ethics, sponsorship and marketing
- Managing museum audiences
- Managing museum collections

Course aims

1. To gain an understanding of current strategies for managing museums, in the context of best practice in leading institutions
2. To develop skills in leadership and strategic planning in a museum environment
3. To gain an appreciation of issues and approaches in managing collections and engaging audiences
4. To gain a working knowledge of ethical practice in all areas of museum and collection management

Travel, food and accommodation

Participants will need to make their own accommodation, evening meal and lunch arrangements. Advice on accommodation options can be provided if needed. Morning and afternoon tea will be provided as a part of the program. A closing event will be held at the Sir Roland Wilson Building for the event participants to network with each other and course presenters.

Course program

All sessions will be located at the Sir Roland Wilson Building 120, McCoy Circuit, ANU

Session details

Activity

Presenter

Topic

Day 1 Tuesday 11 June – Museums and their mission: strategies for managing outcomes

9.30	Lecture:	Anna Edmundson	Introduction to Museum Management
11.00	Guest Speaker:	Dr. Mathew Trinca Assistant Director, National Museum of Australia	Museums and their mission: strategies for managing outcomes
12.30	<i>Lunch NFSA Cafe</i>		
1.30	Workshop	Anna Edmundson	Understanding Governance models/ How to write a mission statement.
4.00 to 5.30	Case Studies		Briefing on Assignment One

Day 2 Wednesday 12 June – Leading change: Leadership and Strategic planning

9.30	Lecture	Anna Edmundson	Planning for Change: Business and project planning
11.00	Guest Speaker:	Prof. Graham Durant Director, Questacon	Leading Questacon; Australia's National Science and Technology centre
12.30	<i>Lunch</i>		
1.30	Workshop		Actions & Accountability: How to write a report
4.00 to 5.30	Case Studies	Student Presentation	Discussion and debrief

Day 3 Monday 24 June – Museum Ethics, Sponsorship, and Marketing

9.30	Lecture	Anna Edmundson	Managing Controversy
11.00	Guest Speaker:	Bernice Murphy, Chair, ICOM Ethics Council & National	Museums in court: ethical perspectives on collections, illicit traffic

12.30	Lunch	Director, Museums Australia	and ownership of cultural property
1.30	Workshop		How to write a SWOT analysis
4.00 to 5.30	Case Studies	Student Presentations	Discussion and debrief

Day 4 Tuesday 25 June –Managing Museum Audiences

9.30	Lecture	Anna Edmundson	Managing Museum audiences
11.00	Guest Speaker:	Cath Styles, Multimedia and Web delivery, National Museum of Australia	Museums, web delivery and social media
12.30	Lunch		
1.30	Workshop		How to write a press release
4.00 to 5.30	Case Studies		Student Presentations Peer and convenor feedback

Day 5 Wednesday 26 June –Managing Museum Collections

9.30	Lecture	Anna Edmundson	Collections Management
11.00	Guest Speaker	Dirk Spennemann, Associate Professor, Cultural Heritage Management - Charles Sturt University	Disaster Preparedness
12.30	Lunch		
1.30	Workshop		How to write a Disaster Plan
4.00 to 5.30	Case Studies		Student Presentations Peer and convenor feedback
6pm	Closing drinks		

Course reading

Participants undertaking this course as a non-assessed professional development option are not required to have read the items below. However, you are encouraged to read as much of the selected readings as possible to enhance your learning outcomes from the program.

Day 1 Tuesday 11 June – Museums and their mission: strategies for managing outcomes	
Advised reading:	Robert J. Janes Chapter & Richard Sandell (2007), 'Complexity and Creativity in Contemporary Museum Management', in Richard Sandell and Robert J. Janes (eds), <i>Museum Management and Marketing</i>, London & New York: Routledge, pp.1-14. Weil, Stephen (2007), 'From Being about Something to Being for Somebody', in Richard Sandell & Robert J. Janes (eds), <i>Museum Management and Marketing</i>, London and New York: Routledge, pp. 30-48. Kotler, Neil & Kotler, Philip (2007), 'Can museums be all things to all people?: missions, goals, and marketing's role', in Richard Sandell & Robert J. Janes (eds), <i>Museum Management and Marketing</i>, London and New York: Routledge, pp. 313-30 [also in <i>Museum Management and Curatorship</i>, 18(3): 271–287]

Day 2 Wednesday 12 June –Leading and Planning	
Advised Reading:	Ruth Rentschler (2002), 'Images of Arts Leaders' in <i>The Entrepreneurial Arts Leader: Cultural Policy, Change and Reinvention</i>, University of Queensland Press, pp. 94-126 Griffin, Des, (2003), 'Leaders in Museums: Entrepreneurs or Role Models?', <i>International Journal of Arts Management</i>; Montréal, Winter 2003, Vol.5, Iss.2 Beard, Jeffrey L. (2005), 'Strategic facility planning for museums', <i>Museum Management and Curatorship</i>, 20: pp.57-68. Rope Tasmanian State Government (2004), Project Management Fact Sheet: Managing Small Projects, http://www.projectmanagement.tas.gov.au/f_sheets/managingsp_fsv1.0.htm, See also link to booklet Project Management: A Quick Guide

Day 3 Monday 24 June – Museum Ethics, Sponsorship, and Marketing	
Advised reading	Marstine, Janet (2011), 'The Contingent Nature of the New Museum Ethics', in Janet Marstine (ed.), <i>The Routledge Companion to Museum Ethics: Redefining Ethics for the Twenty-First-Century Museum</i>, Oxford and New York: Routledge, 2011, pp. 3-25. Marilyn Phelan (2006), 'Legal and Ethical Considerations in Museum Acquisitions', in Hugh H. Genoways (ed.), <i>Museum Philosophy for the Twenty-first Century</i>, Lanham, New York, Toronto, Oxford: Altimara Press., pp. 27-46. Yung-Neng, Lin (2011), 'Ethics and Challenges of Museum Marketing', in Janet Marstine (ed.), <i>The Routledge Companion to Museum Ethics: Redefining Ethics for the Twenty-First-Century Museum</i>, Oxford and New York: Routledge, pp. 202-219. Gardener, James B. (2011), 'Ethical, Entrepreneurial or Inappropriate: Business

	practices in museums', in Janet Marstine (ed.), <i>The Routledge Companion to Museum Ethics: Redefining Ethics for the Twenty-First-Century Museum</i> , Oxford and New York: Routledge, pp. 285-297.
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Day 4 Tuesday 25 June Wednesday 26 June –Managing Museum Audiences	
Advised reading:	Eilean Hooper-Greenhill (2006), 'Studying Visitors', in S. Macdonald (ed), <i>A Companion to Museum Studies</i> , Malden, MA: Blackwell, pp. 362-76. Zahava Doering (1999), 'Strangers, guests, or clients? Visitor experiences in museums', <i>Curator</i> , 42 (2): pp. 74-87.

Day 5 Wednesday 26 June –Managing Museum Collections	
Essential Reading:	Heritage Collections Council (2000), <i>Be Prepared: Guidelines for Small Museums for Writing a Disaster Preparedness Plan</i> , Canberra: Department of Communications, Information Technology and the Arts. NPS <i>Museum Handbook</i> Part I (1999), Chapter 4: Museum Collections Environment.

Course Convenor



Anna Edmundson is a curator and arts writer with extensive experience in the Arts and Heritage sector. Her career history has included significant positions in managerial and policy making spheres as well exhibition work. Her most recent position was as Senior Curator in the Aboriginal and Torres Strait Islander program at the National Museum of Australia. Other positions include: Director of the MuseumLink program at the Western Australian Museum; Curator & Collections Manager, Anthropology, at the Macleay Museum; as well as consultancy work at the National Gallery of Australia, the Museum of Sydney and the Sabah State Museum, Malaysia.