

## COUNCIL OF AUSTRALASIAN MUSEUM DIRECTORS

### MINUTES OF ANNUAL GENERAL MEETING

Museum of Tropical Queensland, Townsville

20-21 August 2009

#### ATTENDEES

NAME	MUSEUM/ORGANISATION
Ms Margaret Anderson	Director, History Trust of South Australia
Mr Bill Bleathman	Director, Tasmanian Museum and Art Gallery
Ms Kate Clark	Director, Historic Houses Trust of NSW
Prof. Graham Durant	Director, National Science and Technology Centre
Mr Patrick Filmer-Sankey	Director, Queen Victoria Museum and Gallery
Dr Ian Galloway	Director, Queensland Museum
Major General Steve Gower AO AO MIL	Director, Australian War Memorial
Dr John Patrick Greene OBE	Chief Executive Officer, Museum Victoria
Ms Michelle Hippolite	A/Chief Executive, Museum of New Zealand Te Papa Tongarewa
Mr Frank Howarth	Director, Australian Museum
Ms Diana Jones	A/Executive Director, Western Australian Museum
Mr Peter McLeod	Director, Museum of Tropical Queensland
Ms Anna Malgorzewicz	Director, Museum and Art Gallery of the Northern Territory
Prof. Suzanne Miller	Director, South Australian Museum
Mr Craddock Morton	Director, National Museum of Australia (for day one only)
Mr Tim Sullivan	Deputy CEO and Museums Director, Sovereign Hill Museums Association ( <i>deputising for Jeremy Johnson, Chief Executive Officer, Sovereign Hill Museums Association</i> )
Ms Mary-Louise Williams	Director, Australian National Maritime Museum

#### APOLOGIES

NAME	MUSEUM/ORGANISATION
Mr Alan Brien	Chief Executive Officer, Scitech Discovery Centre, Perth
Dr Dawn Casey	Director, Powerhouse Museum

Mr Jeremy Johnson	Chief Executive Officer, Sovereign Hill Museums Association
Mr Shimrath Paul	Director, Otago Museum and Discovery Centre
Dr Vanda Vitali	Director, Auckland War Memorial Museum
Mr Anthony Wright	Director, Canterbury Museum

## IN ATTENDANCE

NAME	MUSEUM/ORGANISATION	Agenda item
Dr Meredith Foley	Executive Officer, CAMD	all
Mr Tim Hart	Director, Information Multimedia Technology, Museum Victoria (teleconference)	19
Mr Seb Chan	Head of Digital, Social and Emerging Technologies (teleconference)	19

## DAY ONE: Thursday 20 August 2009

### 1. WELCOME

CAMD Chair, Margaret Anderson (History Trust of South Australia) opened the meeting at 10:30am and welcome delegates to the 2009 Annual General Meeting of the Council of Australasian Museum Directors.

Margaret introduced Peter McLeod, Director, Museum Tropical Queensland, thanked him for hosting the meeting. Peter provided members with an outline of the major research interests of the Museum in the areas of maritime heritage and marine biodiversity and noted that visitation was over 90,000 in 2008-09.

Peter advised members that he would be leading a behind-the-scenes tour of the museum later in the day while Margaret reminded members that a tour of the Australian Institute of Marine Sciences (AIMS) would take place on Friday morning.

### **Apologies and Deputies**

Apologies were noted (see list above).

Margaret welcomed Michelle Hippolite, the Acting Chief Executive, Museum of New Zealand Te Papa Tongarewa, who was attending her first CAMD meeting and welcomed back Tim Sullivan, Deputy CEO and Museums Director, Sovereign Hill Museums Association, deputising for Chief Executive Officer, Jeremy Johnson.

## **2. CONFIRMATION OF MINUTES AND BUSINESS ARISING**

### **Minutes of Previous Meetings**

It was agreed, with one amendment (item 16: should be entitled 'Collection Valuation'):

### **Resolution:**

1. That the minutes of the CAMD Annual General Meeting held at Melbourne Museum on 1-2 October 2008 and the General Meeting held in Sydney on 19-20 March be accepted.

Gower/Williams

### **Carried**

It was agreed that all business arising was covered under the agenda.

## **3. CHAIR'S REPORT**

Margaret Anderson spoke to her paper about the wide range of advocacy work undertaken during the year and thanked Meredith Foley for her efforts as Executive Officer. She noted that a particular focus had been the innovation review and subsequent discussion papers which had provided CAMD with welcome scope to put museums on the innovation and research agenda. Amongst the excellent outcomes was the \$30 million funding for the *Atlas of Living Australia* and the appointment of CAMD member, Suzanne Miller, to the National Research Infrastructure Council (NRCI) which would have its first meeting in the following week.

Margaret noted her disappointment that funding had not been forthcoming for the HASS capability under the National Collaborative Resource Infrastructure Scheme (NCRIS). This and other issues were being addressed by the HASS Roundtable alongside the development of a collaborative e-research project to complement the *Atlas of Living Australia*.

Margaret, Mary-Louise Williams (Director, Australian National Maritime Museum) and Meredith met with Minister Garrett in June. The Minister was generally receptive, encouraging CAMD to work more closely with his staff and to speak to him directly on issues such as national cultural policy. He was also interested in seeing further detail in relation to the Pacific Museums proposal.

Margaret reported that difficulties had emerged between the Collections Council of Australia (CCA) and the Cultural Ministers Council (CMC) over the CCA business plan. Funding has been given to September/October 2009 when a decision will be made about the organisation's future.

The Department of Environment, Water, Heritage and Arts (DEWHA) has circulated a questionnaire about the CCA and other related programs to a range of peak collection organisations. CAMD discussed a response with the Chairs of the Council of Australian Art Museum Directors (CAAMD) and Council of Australasian Archives and Records Authorities (CAARA). They agreed to a joint statement noting that these organisations had been

consistent supporters of the underlying concept behind CCA and emphasising the need for an agreed alternative for a collections national voice if CMC was to withdraw its support.

Margaret also commented on a meeting held with DEWHA officers to discuss the potential contribution of museums to Government priority issues, such as social inclusion, education, reconciliation, heritage protection and future arrangements for the collections sector. The meeting canvassed a range of options to ensure an integration of museum activities with Government aims including a consultative round table for peak organisations. Sally Basser (DEWHA) suggested that there was a need for museums to build the case about what could be developed/leveraged with modest, further investment. Following the meeting, Meredith outlined a detailed model for integration which was provided to DEWHA. The Chair has continued liaison with Museums Australia, the Council of Australian Art Museum Directors (CAAMD) and the Council of Australasian Archives and Records Authorities (CAARA) on these and other issues.

Margaret thanked the Executive for its consistent input and support across a very productive year. She also expressed her sadness at the tragic loss of Seddon Bennington in July. Craddock Morton (Director, National Museum of Australia) was thanked for agreeing to represent CAMD members at Seddon's funeral.

#### 4. **NEW MEMBER**

Members were reminded that an approach had been made to Mr Tony Sweeney, Director of the **Australian Centre for the Moving Image** (ACMI) to become a member of CAMD. It was noted that ACMI is established under Victorian legislation (*The Film Act 2001*) which empowers the Board to promote it as a national centre for the creation and exhibition of the moving image, to develop and make available collections and to conduct research and public education on the moving image. It has collections, exhibitions, education and lending services on a similar scale to other CAMD members. Its public report states that it has annual revenue of \$31m, 102 (EFT) staff, plus 50 contractors and an annual visitation rate of 531,012 through the door and 3.68m online.

In discussion, Patrick Filmer-Sankey (Director, Queen Victoria Museum and Gallery) raised concern that by extending its membership CAMD, which is already quite broad, may diffuse its focus even more. He suggested that CAAMD has been more effective due to its smaller size and strong common interests. In discussion, it was acknowledged that CAMD members already had diverse interests and, while support was noted for the idea of maintaining focus, it was not agreed that smaller groups such as CAAMD had made significant inroads at the federal level.

Following this discussion, it was agreed:

**Resolution:**

2. That Mr Tony Sweeney, as Director, Australian Centre for the Moving Image, be invited to become a member of the Council of Australasian Museum Directors on payment of the appropriate subscription.

**Carried**

Patrick asked that his vote against the motion be recorded.

## **5. FINANCIAL REPORT AND SUBSCRIPTIONS**

Tim Sullivan (Deputy CEO and Museums Director, Sovereign Hill Museums Association) noted that the CAMD Budget and Financial Report had been circulated with the meeting papers.

It was agreed:

### **Resolution:**

That CAMD accepts the Treasurer's Financial Report for 2008-09 and the budget for 2009-10.

*Carried/Lost Sullivan/Morton*

## **6. EXECUTIVE OFFICER'S REPORT**

The Executive Officer spoke briefly to the report circulated with meeting papers. She commented on the productive meetings held with the Minister for the Arts and his advisor, noting that discussions had included encouragement from the Minister for CAMD members to liaise more closely with the Australian International Cultural Council.

Meredith noted that the Minister was not open to suggestions of museum representation on the committee reviewing Australian arts policy. In the discussion of this committee's business, Frank Howarth suggested the need to shift the terminology used from arts to culture and to explore a national endowment fund for culture. It was also suggested that Anna might speak with Elizabeth Anne McGregor who is a member of the arts committee.

Meredith reported on a meeting of the Le@rning Federation Meeting which announced the generally favourable outcomes of the 'TLF/CAMD Pilot Project' with teachers agreeing on the need to receive online material from quality, authoritative sites like museums. The meeting also launched a new project between the TLF or Curriculum Corporation and national collecting institutions. The involvement of State/Territory museums will depend on the outcomes of State based discussions. State and Territory museums were urged to liaise closely with their education departments to ensure their potential contribution was noted.

Meredith also reported on meetings held with the CEO of the Academy of Humanities on the potential for a funding proposal for humanities infrastructure through ANDS and ARCS.

The CAMD/DEWHA session on collection sector policy was fruitful and allowed for a frank exchange on the current relationship of the museum sector to the Federal arts ministry and

other portfolios. Meredith noted that she had compiled a set of museum case study to illustrate the potential of CAMD member museums. She urged members to check the circulated document and provide updated examples if appropriate.

Meredith noted that a concerted effort was made over the last few months to advance the proposal to develop an online humanities Atlas. Roundtable and Digitisation Working Party meetings were organised and liaison continued with interested academics.

The Natural Science Alliance (previously CAMD's Natural Science Roundtable) met mid-year and agreed to work towards the creation of a virtual identity, to be known as **Natural Science Museums of Australia – CAMD**. The next meeting is planned for late February at the Melbourne Museum.

Meredith also noted that, in the course of the year, she had prepared written submissions for CAMD on a number of topics including a marine research and development framework, review of museum service industry surveys, museums and ASEAN, UNESCO conventions on Cultural Diversity and Intangible Cultural Heritage, the Moveable Cultural Heritage Act, *Significance Version 2*, the NCRIS Roadmap and also the Collections Australia Network reviews. Work remained to be done however on the CAMD website.

Meredith thanked Margaret Anderson and the Executive for their unfailing support and also recorded her sadness at the passing of Seddon Bennington.

## **7. CAMD SURVEYS**

### **Website Survey**

Meredith noted that, following circulation of the results from the 2008/09 "Impact of Website Usage" survey, she had instituted discussions about improving the response rate to this survey with experts in the field. Seb Chan (Powerhouse Museum) has suggested that a code be included in the footer of each website which would launch survey requests. The code could be programmed to launch anywhere on the website (not just the home or chosen pages). This could reduce the number of questions asked (eg what page/site are you on) and it would allow data to flow back to a central database which all CAMD members could access. The process should take no more than a day to set up in each institution. Meredith will explore this possibility further with Seb. Carolyn Meehan (Museum Victoria) was thanked for the work she put into the implementation of this survey and the analysis of results.

### **CAMD Annual Survey**

Meredith reported that, as per the decision made earlier in the year by CAMD, the annual survey would be broken into two parts; with Part 1 designed to take a quick snapshot of museum activities for public release while Part 2 covered the bulk of the internal benchmarking information. In relation to the Part 1 responses received to date, Meredith noted that there appeared to be discrepancies in the way museums reported their **web visits**. Members agreed that the standard for recording web visits may bear re-examination. She also noted that the Minister for the Arts would be asked to provide a statement for this year's media release.

## **8. COLLECTIONS COUNCIL OF AUSTRALIA REPORT /DEWHA REVIEW**

### **Collections Council of Australia Report**

The report provided by Margaret Birtley, CEO, CCA was noted.

### **DEWHA Questionnaire**

Meredith noted that DEWHA has sought CAMD's response to a questionnaire which will inform the review of the National Collections Program currently underway. The main feature of the review appeared to be to gather a response in relation to the CCA.

Members were generally critical of the way in which the questionnaire had been set out, noting in particular the lack of explanatory information and the degree to which questions sought duplicated information. It was agreed that the Executive Officer should prepare a letter in response noting the successful projects carried out by CCA including the work undertaken on *Significance Version 2*, collections law, the national standards and the digital framework.

## **9. MUSEUMS AUSTRALIA REPORT**

The report provided by Dr Darryl McIntyre, the new President of Museums Australia and CEO of the National Film and Sound Archive was noted. Part 3 of the report flagged a wide range of projects on which CAMD and Museums Australia might cooperate. In discussion the general principle of working more closely with MA was endorsed. It was noted however that the list included a number of projects on which CAMD was already working and possibly more projects than was feasible for either CAMD or MA to develop and implement. Margaret agreed that further discussions, focussing on honing this list, might be more productive.

## **10. ICOM AUSTRALIA REPORT**

Craddock Morton (National Museum of Australia), President of ICOM Australia, reported that ICOM was working more closely with Museums Australia; ICOM would bring a more international perspective to this relationship. Currently ICOM has 300 members and thus a limited income. ICOM in Paris is reviewing its operations and this may give a boost to the Australian arm.

## **11. NATURAL SCIENCE ALLIANCE**

Ian Galloway commented on the meeting of CAMD member institutions with natural science collections held on 19 June 2009. The group, which has met as the Natural History Museum Roundtable to date, has agreed to a new title as the CAMD Natural Science Alliance and to a new set of goals relating to the promotion of research on Australia's biological and geological collections. The meeting also had several useful information sessions with the ALA Project Manager; NCRIS eResearch Manager; and Executive Director, Biological Sciences, ARC.



It was decided to create a new, virtual identity to be known as **Natural Science Museums of Australia – CAMD** in order to provide a central visible access point for Government and overseas interests seeking Australia's natural history collections.

Frank Howarth reported on progress with the ALA project. He noted that the funding of \$30m secured for the project had resulted in the need for a new financial management committee. ALA is still trying to identify ways to utilise some of the funding for digitisation of records.

Patrick Filmer-Sankey (Director, Queen Victoria Museum and Gallery) noted that it was important to recognise OZCAM as a data cache and work to improve data contributions.

Graham Durant (Director, Questacon - National Science and Technology Centre) outlined Federal funding available for the International Year of Biodiversity in 2010. Funding of up to \$200,000 is available for community events in that year and up to \$100,000 for a marine biodiversity legacy project featuring an online exhibition of marine life. The Minister for Industry, Innovation, Research and Science and his advisor, Andrew Reeves, supported some funding going to a collaborative effort on the part of CAMD museums.

## **12. GEOSCIENCE COLLECTIONS**

Suzanne Miller (Director, South Australian Museum) noted that she was part of a group within Geosciences Australia looking at working with Amazon and Google to prepare a Geosciences atlas. It was hoped that a concrete proposal could be brought back to a future meeting.

## **13. HASS MUSEUMS**

Margaret Anderson updated members on activities in this area since the last meeting. She noted in particular that further strategy meetings had been held to discuss the development of the online humanities *Atlas of Australian Life*. It was agreed at this meeting to develop a stronger case for federal funding in line with national priorities; identify potential challenges eg intellectual property; explore links with existing online history/heritage encyclopaedias; canvass members to find online research projects with a material culture focus; work with HASS academics to develop an argument for the research value of collections and importance of digitisation; explore the use of thematic pilot projects eg on migration, living with the land, reconciliation, Australia in the world's eye. Margaret noted that it was hoped to bring this together before the end of the year and, to this end, a number of meetings had been held in Brisbane on the way to this meeting.

The next step was to identify a pilot project – which might be at the State/Territory level. Tim Sullivan (Deputy CEO & Museums Director, Sovereign Hill Museums Association) noted that the University of Queensland history Atlas would be live in a month's time. Members agreed that it would be useful to see how this project was received.

Patrick Greene reported on his involvement in a recent Melbourne CHASS reception. He flagged that CHASS was keen to have someone from the sector on its Executive. As the



elections were coming up soon, Margaret encouraged those around the table with an interest to let CAMD know so it could lend support.

#### **14. STRATEGIC DIRECTIONS**

Margaret Anderson launched the discussion by asking members to identify where our strategic opportunities would be in 2009/10 and where we should place CAMD's main efforts.

In the following discussion a number of suggestions were made. These included support for CAMD:

- continuing to work on current program of activities and keeping the doors open to the Minister and DEWHA; seeking a meeting every six months with Minister;
- members ensuring that they invited Government Members of Parliament to exhibitions and public activities (even if they don't attend) and ensuring they keep them briefed on the services museums provide in their electorates;
- consolidating on its existing projects (eg the science alliance, digitisation, the Pacific initiative, HASS projects etc) rather than developing a raft of new ideas;
- trying to sustain a central position on the uptake of social media; particularly by liaising closely with the associated ARC project;
- becoming involved in the State based discussions of the national curriculums in History, Science and English particularly to support the concept of the site visit which is vulnerable;
- placing greater emphasis in public material on the role of museums in cultural diplomacy and ensuring we are on the radar of the International Cultural Council. It was noted that the British Government was funding museums to undertake projects with cultural diplomacy outcomes eg the Iran exhibition opened up an alternative outlet for dialogue in the UK at a time when the official route was broken. Therese Rein has shown an interest in showcasing Australian culture overseas. One problem identified was that these activities could be hedged about with co-contributions; and
- exploring the role of museums as official sites currently used to launch/announce Government and private sector policies and projects.

It was agreed that Meredith would work with Directors to determine the range of Government funds available for cultural diplomacy activities and also to develop a list of museum collaborative projects or links with overseas countries. The listing will include speaking engagements to international bodies/request for assistance etc.

## 15. NEW ZEALAND REPORT

Ms Michelle Hippolite, A/Chief Executive, Museum of New Zealand Te Papa Tongarewa briefed members on current issues and developments of significance to New Zealand museums. In particular, she thanked everyone who contacted the museum on Seddon's passing for their expressions of sympathy and collegial approach. Recruitment for a new Director has now commenced but no closing date has been set. The fact that Seddon and Michelle shared strategic and operational management has assisted in this instance to ensure continuity for the institution.

Te Papa has had an increase in visitation and in net revenue; Michelle noted that a commissioned economic impact statement demonstrated that \$35m went to Wellington as a result of the Monet exhibition last year. Both the Squid and the Monet exhibition had driven increasing visitation.

On the political front, museums have a new Minister (the former Prime Minister) who also holds responsibility for the Treaty settlement, which has opened doors for the institution. In addition, a member of the Te Papa Board is now Chief Secretary in Foreign Affairs which may allow more interaction between museums and the Government on cultural diplomacy matters.

International tourism has dropped by 10% but more New Zealanders are travelling within their own country. This has given Te Papa an opportunity to reach further into local communities. Otago and Canterbury also recorded good visitation levels last year. All are gearing up for the World Rugby Cup and an opportunity to meet the Government's desire to see cultural experiences as integral to the rugby tourist's visit. The excellent night activities provided by Auckland War Memorial Museum were noted as a particular example of such tourist experiences.

The four CAMD museum members in NZ were looking at collaborating to buy certain services eg insurance. There has also been a proliferation of digital initiatives; *Our Space* at Te Papa which can encompass public photographs is highlighting the popularity of self-generated content. Storage is an issue; in Wellington Te Papa is competing with like-minded institutions. Due to the economic downturn, Auckland has been asked to lay off staff which may also happen at Te Papa. Patrick Greene noted that the downturn could have another, more positive, side as the downturn has encouraged corporate hospitality to move to museums and more schools were returning to local museums rather than taking a longer trip.

Michelle noted that she had worked as an Arts/Cultural Heritage advisor assisting Maori strategies prior to coming to Te Papa. She is hoping that the bi-cultural element of Te Papa will take it into the 21 century. At the same time, Te Papa will be exploring the different stories of life in NZ – by youth, generation, place etc – and not only by race.

Graham Durant noted that the square kilometre telescope project was about to be signed with NZ. He also noted that Shim Paul (Chief Executive, Otago Museum and Discovery World) would say that everyone should come to Dunedin next year for the Asia Pacific Network of Science and Technology Centres (ASPAC) conference from 22 – 25 March.

## **16. MEMBER'S REPORTS**

Members spoke to the reports circulated with the meeting papers. Three reports, from the History Trust of NSW, Queensland Museum and the Queen Victoria Museum and Art Gallery, were tabled at the meeting [*contact CAMD for copies*].

Members discussed the impacts of the economic downturn on their institutions. Di Jones reported that the Western Australian Museum had opted to close all its public sites one day a week; this was seen as the only way to preserve staff levels following a series of reductions and efficiency cuts. The Art Gallery is also closing one day per week and the State Library is closing on public holidays. Criticism had come mainly from regional centres. Ian Galloway commented that Queensland had explored this idea but had found that it would not save much by closing for one day.

Steve Gower noted that staff numbers were declining due to the decision not to fill vacancies; this had led to cutbacks on activities like the documenting of acquisitions. Savings have also been sought by reviewing air conditioning. Several members commented that closure days could mean that those visitors wishing to visit on the closed day never return. Bill Bleathman mentioned that Tasmanian Museum and Art Gallery had installed a collection box following 15% cuts; a sign accompanying the box noted that admission was free but donation appreciated. Kate Clark (Historic Houses Trust of NSW) said that they had encouraged more filming and television usage of properties.

## **Day 2 – Friday 21 August**

### **CAMD TOUR OF AIMS**

Member visited the Australian Institute of Marine Science headquarters.

## **17. NATIONAL SCIENCE COMMUNICATION PROGRAM**

Graham Durant (Questacon) has been commissioned by his Minister to design a national science communication program. He noted that national consultations are being undertaken of which the CAMD discussion today was one.

Graham tabled further information on the potential funding available for museums to undertake International Year of Biodiversity activities. Suzanne Miller and Di Jones agreed to collaborate to pull CAMD museum proposals together to apply for this funding. Various on the ground projects such as BugsAlert (Museum Victoria; Sovereign Hill Museums Association) were mentioned as candidates for inclusion in the funding proposal.

Kate Clark and Margaret Anderson raised the possibility that the history of science and historical ecology collections be included. Graham noted that he had a range of things to cover including scientific impacts and frontier science. The deadline for this project is tight: a proposal is required by mid-September.

Interested members were urged to provide their detailed proposals to Suzanne and Di as soon as possible.

## **18. INDIGENOUS REVIEWS**

### **International Repatriation Advisory Committee**

Meredith drew members' attention to the Australian Government's appointment of a new advisory committee to review the processes for the repatriation of indigenous remains from international institutions. Di Jones reported that applications had come from the Western Australian Museum and the Strehlow Research Centre.

### **Indigenous Heritage Law Review**

Meredith also noted that public comment was sought on a DEWHA discussion paper on Australian laws protecting Indigenous heritage and in particular on proposed changes to the Commonwealth's *Aboriginal and Torres Strait Islander Heritage Protection Act 1984 (ATSIHP Act)*.

In discussion, members noted that the changes proposed:

- raised problems with definitions and there would need to be a reference back to the relevant communities. It may also circumscribe the rights of Indigenous people to display their own cultural objects;
- Anna Malgorzewicz (Director, Museum and Art Gallery of the Northern Territory) commented on the complexity and changing nature of community expectations about material seen as secret/sacred in nature. MAGNT has established a consultative committee to discuss future protocols for the touring of Indigenous objects and those items which will remain in storage;
- It was noted that State and Territory jurisdictions were at widely differing points in terms of protective legislation for Indigenous sites, objects and human remains which would need to be taken into account in any review.

It was agreed that Meredith would seek member's positions for a submission on the discussion paper.

## **19. DIGITISATION AND GOVERNMENT 2.0 TASKFORCE**

It was noted that a great deal of activity had taken place in relation to digitisation during the preceding months. Members noted the GLAM Wikimedia event in Canberra which was aimed at getting access to information held by the collections sector. The CAMD Digitisation Working Group met in Canberra in conjunction with the GLAM – Wikimedia event and is developing the *CultureBabble* proposal to enhance the capacity of museums to provide online access to video content.

In discussion members made the following comments:

- Suzanne Miller noted that it would be good to have a chance to get in at the beginning to agree on the standards for delivery of video as this would make it much easier to deliver down the line. Costs, however, could be a sticking point as it is an expensive process to get videos to a certain stage of digitisation;
- Anna Malgorzewicz reported that MAGNT had received \$100,000 from Gordon Darling to allow it to include moving image video on its website. She suggested MAGNT would be quite open to a broader applicability. Costs were offset by having a production company undertake the work and sell on to Southern Cross television;
- Steve Gower noted that the content had to be thought-provoking and due attention needed to be given to intellectual property issues;
- Mary-Louise Williams (Director, Australian National Maritime Museum) questioned whether a CultureBabble type project was a priority for Directors who were probably more intent on digitising content;
- Tim Sullivan suggested that it might be a test project for interoperability and possibly align with the Atlas project over time. He observed that teachers would find the material attractive as they were always looking for short films;

Seb Chan, Head of Digital, Social and Emerging Technologies, Powerhouse Museum and Tim Hart, Director, Information Multimedia Technology, Museum Victoria then joined the meeting via a teleconference link to discuss the project further.

Tim Hart noted that *CultureBabble* provided a good way to test standards and interoperability. He outlined the nature of the existing *ArtsBabble* in which 10 museums shared video, footage, and online exhibitions and associated material. The award winning program has had a second release which includes the New York Public Library.

*ArtsBabble* is to go global and is discussing the hosting of *PerformingArtBabble* with another group. *CultureBabble* could be run out of Australia but could also scale up and become a global program. The platform is collaboratively run and tools built for the project can be made available to others. There is also a possibility that it could assist in breaking down the borders between arts, culture heritage and science.

Set up and running costs are low as a platform is available and hosting costs are only \$300 because it uses 'cloud computing' via the Amazon site. A big issue will be getting copyright clearance for the existing pool of videos. The overall costs would hinge on a negotiation of licensing arrangements with the creator team at the Indianapolis Museum of Art (IMA). The IMA Director will be invited to talk to the CAMD Digitisation Working Group in November as he will be in the region.

It was agreed that Seb and Tim would work up a business case, organise a meeting with IMA people in Sydney in late November/early December and bring back a business proposal to MA for its meeting in March 2010.

## **Government 2.0 Taskforce**

The Australian Government also recently created the Government 2.0 Taskforce with a brief to build a culture of online innovation and ensure that Government is open to the possibilities of the new collaborative technologies in Web 2.0 channels, and uses them to improve the way it operates. Seb Chan is a member of the Taskforce.

Seb encouraged CAMD to provide a submission to the Taskforce highlighting the role of museums in providing online access and opportunities, the potential to extend our level of Web 2.0 activity and the support required to achieve this aim. In discussion, members noted that one barrier was the fact that Governments are risk averse about the handling, storage and accessibility of public data.

It was agreed that Meredith and Margie would use the meeting's discussions to prepare a submission to the Taskforce.

## **20. NAME AND TOURING EXHIBITIONS**

Members discussed a report provided by Genevieve Fahey (Museum Victoria) on NAME activities and work on environmentally sustainable collections. The Sustainable Exhibition Design Workshop held in April at Scienceworks and Melbourne Museum was the first of its kind and included representatives from a wide range of CAMD museums; spin offs include a blog and register of sustainable products. A further meeting is planned for next year. NAME also acknowledged the financial support given to this event by Questacon. Members acknowledged the report and congratulated NAME on the progress it had made in relation to sustainable design.

## **21. CAMD ELECTIONS**

The Executive Officer noted that under CAMD's rules the Chair's position and two Executive positions (currently held by Frank Howarth and one formerly held by Seddon Bennington) were due for election. A call for nominations was circulated to members prior to the meeting.

Margaret Anderson has renominated for the position of Chair and Frank Howarth for the position of Executive Member. CAMD members indicated their desire to have the third position filled by one of CAMD's New Zealand members. Michelle Hippolite offered to canvass this with them.

It was agreed:

### **Resolution:**

That Margaret Anderson be declared elected as CAMD Chair and Frank Howarth as CAMD Executive Member.

*Carried by acclaim and with congratulations to Margaret and Frank for their efforts to date.*

## **22. OBJECT SEIZURE LAWS**

Frank Howarth reported that he and Gerard Vaughan (Chair, CAAMD) were in the process of arranging a meeting with Kim Allen at DEWHA in order to progress this further.

### **23. CONTINGENT VALUATION**

Ian Galloway circulated copies of the completed Queensland Museum Contingent Valuation study. The study attempted to gauge the public's view of the value of the museum. Professor David Throsby was the economic advisor on the project. A consultant was employed to carry out a survey and 1,400 questionnaires collected. The study found that there was enthusiasm for supporting the museum even on the part of non-users. Members of the public were also found to be willing to pay more than 2.3 (and up to 2.9) times the current level of funding. In relation to the Museum's proposed new development it was found that the public was in favour of funding through a one-off levy. Ian acknowledged that the methodology for this type of study was still contested but it had provided strong results which could be put to many uses. He referred members who wished to seek details to Deborah Tranter, project manager, from the Cobb and Co Museum.

Ian reported that two studies had been undertaken in relation to the proposed development and multiple sites. The Premier has now approved the development of a business case which will be strengthened by use of the data from the contingent valuation study.

CAMD's members thanked Ian for sharing this information. It was noted that Governments remained impressed by economic impact studies.

### **24. INTELLECTUAL PROPERTY**

Steve Gower reported on progress towards the development of a discussion paper on Intellectual Property policy. Since the Sydney meeting, when members discussed the legal and ethical questions concerning the digitisation of collection material, particularly ethnographic objects and art, Steve has circulated a range of policies to other members of the working group (which includes Vanda Vitali, Seddon Bennington, Frank Howarth and Dawn Casey).

In discussion, Frank Howarth noted that the biggest issue for the Australian Museum was in relation to its dealings with Pacific and Indigenous communities. There is a particular problem where material is poorly provenanced and there is no identifiable person from whom to seek permission. In technical terms, the museum owns the copyright but it then becomes a moral rights issue about whether we can or should find the creator and seek permission. Steve suggested that another inconsistency will be in the area of 'orphan works'. It was agreed that Steve would work on the Australian War Memorial's existing moral policy as a basis for CAMD policy and bring this to the next meeting for discussion.

### **25. CHARITY STATUS OF MUSEUM FOUNDATIONS**



Patrick Greene reported that there was likely to be a review of charity status; his major interest was in the treatment of charity deductions. Di Jones offered to provide a copy of a recent Western Australian Museum review of foundations and friends' associations which looked at charitable status.

Patrick commented on the need to remove barriers between New Zealand and Australia and that we should be stressing this as we talk to Government.

He also commented negatively on the unfettered use by some organisations of the title 'national' when setting themselves up as museums eg the recently closed National Design Centre (Federation Square) noting that this can be misleading to the consumer.

## **26. GENERAL BUSINESS**

### **Executive Director, California Academy of Sciences**

Frank Howarth reported that he recently met with Greg Farrington, Executive Director, William R. and Gretchen B. Kimball Chair, California Academy of Sciences. He is likely to visit this region in 2010 and Frank recommended that CAMD issue an invitation to him to address a CAMD general meeting. In line with earlier discussions on sustainability, Frank noted that the California Academy of Sciences was the greenest public building in the world.

### **Venue and Date for 2010 CAMD Meetings**

The meetings to be held in 2010 will be at the Auckland War Memorial Museum (in line with CAMD's resolve to meet every second year in New Zealand) and at the South Australian Museum. Vanda and Suzanne were thanked for agreeing to act as hosts.

*[The dates arranged following this meeting were 4-5 March 2010 at Auckland War Memorial Museum and 7-8 October at the South Australian Museum.]*

Before closing the meeting at 3:00pm, Margaret Anderson thanked delegates for their attendance and Peter McLeod and Ian Galloway for their generosity in hosting the meeting at the Museum of Tropical Queensland.