

MA-ICOM Australia Joint Secretariat Acquittal Report (10 August 2009)

According to MA-NMA Agreement's Business Plan 1 July 2008 – 30 Jun 2009

This document provides an acquittal report from Museums Australia, against the agreed business plan of 2008. It comments on the results and associated activities achieved under the Agreement between the National Museum of Australia and Museums Australia (June 2008) for the Museums Australia-ICOM Australia joint secretariat program.

Business output	Activity	Results	Further comments
a) General administrative support	i) Correspondence management <ul style="list-style-type: none"> post office box clearance referral of correspondence to ICOM Australia office bearer 	PO Box is cleared regularly and all mail is processed (for renewals) or redirected.	Ongoing
	ii) E-bulletin dispatch	Advertising of some international events (ICOM IC meetings) has been incorporated into MA e-Bulletins in 2008.	Ongoing – and to be expanded in 2009.
	iii) Enquiry clearing house <ul style="list-style-type: none"> phone email mail 	Through liaison Lee Scott/Don McMichael, changed arrangements encourage relay of all inquiries (esp. re. membership payments etc.) directly to MA; MA continues to take initiatives to direct inquirers to the existence and services offered by ICOM internationally. All inquiries passed to MA from ICOM-Aust. are attended to as required.	Inquiries coming straight to MA – through changed details on ICOM-Australia website information (or ICOM e-bulletins) – are likely saving ICOM-Aust. time in not having to relay inquiries constantly to MA to deal with.

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	iv) Web site management <ul style="list-style-type: none"> site update and general management content and structure to be handled by ICOM Australia 	Improving on the situation reported last time (9 Feb.09): MA and ICOM-Australia are jointly improving the capacities of both websites and synergies desired between the two – basic website links having been in operation since beginning of 2009.	MA continues to look at enrichment potential on MA's website, to provide more news and increased awareness of ICOM (<u>ongoing</u>).
	v) Files <ul style="list-style-type: none"> NMA to host files until at least end Jan 2009 discuss options post Jan 2009 archives will be managed by ICOM Australia Executive 	As reported earlier: MA has assumed responsibility for MA-ICOM admin (in c. 6 spreadsheets/ tables implemented). Don McMichael has found this administrative service by MA very helpful in relieving relay-burdens that existed previously.	MA continues to host ICOM membership data-base and related files, and will continue to maintain these under the terms of this Agreement.
	vi) Insurance	MA has met with insurance brokers (two) to explore improvements in MA's insurance provisions nationally, including options that might benefit MA-ICOM Australia shared activities. This work still needs progression to a final stage	In train and needing to be advanced to a final stage, in tandem with MA's continuing work on insurance rationalisation possibly of benefit to state branches and divisional coverage nationally.

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b) Membership processing, support, promotion and database management.	i) Process membership applications	ICOM-Aust. membership administration has been revised and streamlined, producing a reduction in handling from 3 to 2 persons (and reduction of errors accordingly)	Ongoing
	ii) Support membership (enquiries etc)	See above under (a-iii).	Ongoing
	iii) Promote membership	MA now offers a (new) discount on MA membership, if ICOM membership details are supplied on application/ renewal.	Ongoing
	iv) Manage the membership database	See above under (a-v).	Ongoing
c) General financial support	i) Undertake general & international banking	MA is banking all ICOM-Australia membership banking. International banking still rests (at present) with ICOM-Australia.	Ongoing
	ii) Undertake membership related banking	See above (c-i).	Ongoing
	iii) Liaise with ICOM Australia Treasurer	Relationship formed and proceeding as planned.	Ongoing
d) Marketing, sponsorship and foundations support	i) Undertake cross promotional communication using such media as: <ul style="list-style-type: none"> • web • newsletters • magazines • conferences and seminars 	See under (e-i) – below – re joint profiling actions taken. Cross-promotional communication continues to be taken up in all submissions to Government that relate to both organisations' activities. This is gradually building a history of strengthened ties between the two bodies being manifested in MA communications.	Ongoing

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	<p>ii) Develop and share resources across projects:</p> <ul style="list-style-type: none"> Chinese cultural heads training project (June 2009) National Director attendance in Korea for meeting of Korean Museums Association (May 2009) National Director attendance in Paris for annual Advisory Committee & related meetings of ICOM (Paris, June 2009) 	<p>See above.</p> <p>MA has (since Feb. 2009 acquittal report) now successfully delivered a workshops/ seminars training program for Chinese art museum/ gallery directors (21-27 June 2009, across 4 cities and involving major national and state institutions in Australia).</p> <p>The program for this training program (and the final Report in preparation – including Acquittal report to the Australia-China Council/DFAT for funding support) has projected ICOM-Australia as a partner in realising this program.</p> <p>MA National Director (Bernice Murphy) participated as an international guest in the Korean Museums Association Centenary Conference (21-24 May 2009); she gave a plenary address to the Conference and also presented a paper in a workshop on museums and ethics (including implementation of the <i>ICOM Code of Ethics for Museums</i>) – as Chairperson of the ICOM Ethics Committee. A formal greeting and gift from ICOM Australia's Chairperson was conveyed to ICOM-Korea, and also to the Korean Museums Association from Museums Australia. (This travel was conducted while on leave from MA, assisted by The Korea Foundation.)</p> <p>Bernice Murphy accepted proxy of ICOM-Australia Chairperson + four other ICOM members and represented ICOM-Australia at the June 2009 annual ICOM meetings, and 2009 ICOM General Assembly, in Paris. (This travel was self-financed and conducted while on leave from MA.)</p>	Ongoing

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	iii) Support ICOM Australia Museum Partnerships Program (IAMPP)	See above under (d-ii)	Ongoing
	iv) Joint MA-ICOM Australia card recognition	<p>ICOM identity & MA partnership recognition achieved on (new) MA membership card and renewal forms. (Could be included on ICOM form similarly.)</p> <p>MA about to undertake work to achieve list of museums nationally, to extend recognition of both MA and ICOM-Australia, and to pursue point-of-entry recognition of both cards BY Australia's museums.</p>	<p>Recognition of MA's and ICOM's cards needs affirmative action (by MA) in 2009. (ongoing)</p> <p>In May, MA currently cooperated with CCA to help CCA achieve an agreed up-to-date national listing of museums/ galleries and addresses.</p> <p>This was to support CCA's desire to release the newly revised and republished <i>Significance 2.0</i> to a broad cross-section of museums nationally.</p>
e) Joint profile NB This point is added by MA (Feb.09) – not in Business Plan.	i) improvement of ICOM's positioning in Museums Australia ID and communications policy (ongoing – and some examples of improvement are given in this report, above)	<p>MA has changed its stationery, website, membership card, e-Bulletins and all significant publicity (incl. email reply address details) to state:</p> <p><i>"Museums Australia is a partner of ICOM Australia</i></p> <p><i>ICOM is the International Council of Museums, based in Paris"</i></p>	Ongoing

Critical success factors (from MA-ICOM Australia Agreement, June 2008- June 2009)

No	Factor (descriptive title)	Measures of success (list of specific measures of success)	
1.	Administrative & compliance	<ul style="list-style-type: none"> MA & ICOM Australia meet external deadlines for reporting, grant applications and remittances 	<ul style="list-style-type: none"> Reporting deadline (progress report 10 Aug..2009) has been met.

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No	Factor (descriptive title)	Measures of success (list of specific measures of success)	
	efficiency	<ul style="list-style-type: none"> MA & ICOM Australia databases are up to date MA & ICOM Australia accounts kept up to date 	<ul style="list-style-type: none"> Done. (ongoing maintenance) Done. (ongoing maintenance) – potential exists for MA to undertake general accounting & preparation of financial accounts in anticipation of ICOM audit (which could – if undertaken – reduce ICOM's audit fees).
2.	Collaboration	<ul style="list-style-type: none"> MA & ICOM Australia actively collaborate on identified projects 	<ul style="list-style-type: none"> In train – and some new accomplishments have been achieved and are reported in this acquittal (above). MA continues to profile ICOM-Australia partnership in all formal submissions to governments and communication with other agencies (see details reported above).
3.	Profile	<ul style="list-style-type: none"> MA & ICOM Australia have raised awareness with members 	<ul style="list-style-type: none"> Actions taken and continuing. More benchmarks demonstrated in projects and international activities realised and reported here (above). Ongoing objectives kept in sight.
		<ul style="list-style-type: none"> MA & ICOM Australia have raised awareness and impact with key stakeholders 	<ul style="list-style-type: none"> Actions taken. More benchmarks demonstrated in projects and international activities realised and reported here (above).. Ongoing objectives kept in sight.
		<ul style="list-style-type: none"> MA & ICOM have an increase in their respective memberships 	<ul style="list-style-type: none"> This will (as reported before) take some time for distinctive results to be proved and detailed reporting to be possible.