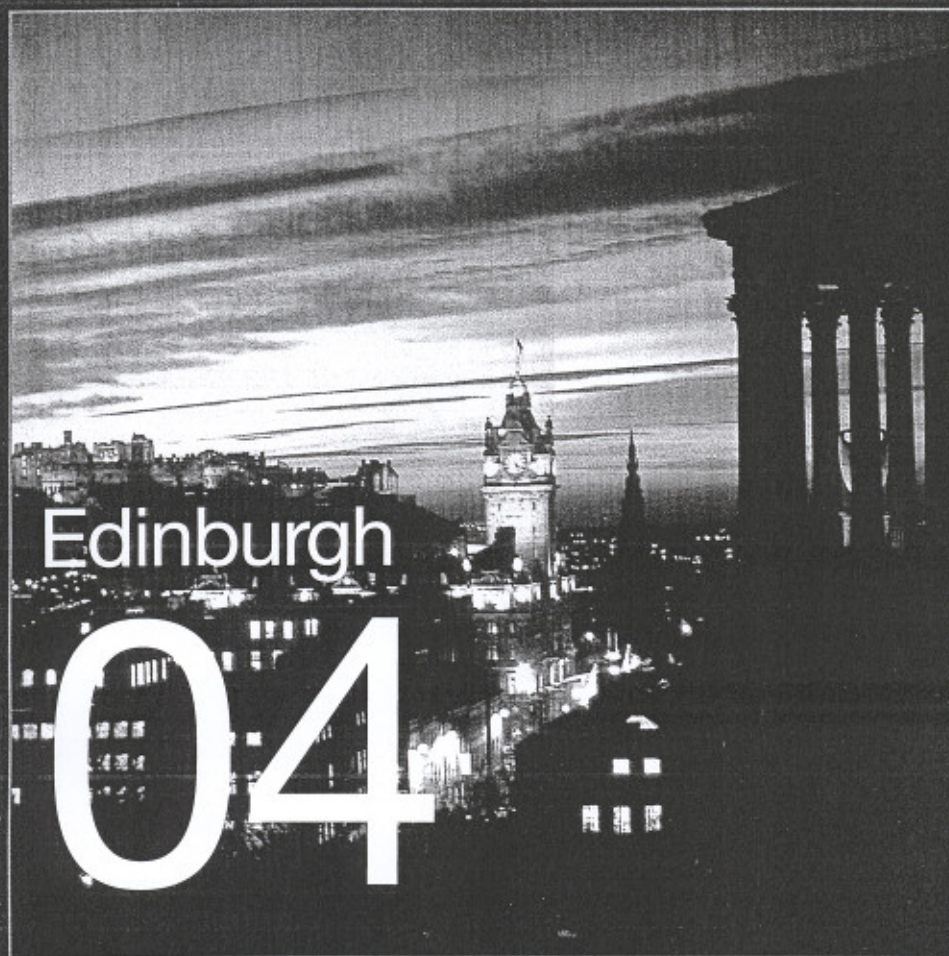


Museums Association
Annual Conference and Exhibition
Conference booking form



13–15 September
Edinburgh International
Conference Centre

**MUSEUMS
ASSOCIATION**

Images courtesy of Edinburgh and
Guthrie Tourism Boards

The Museums Association is delighted to return to Edinburgh for the 2004 conference. The four major groups of sessions that this year's conference is built around reflect Edinburgh's role as a national and international centre, and provide a variety of approaches to museum and gallery development. The programme is deliberately designed to be relevant to all types of museum and gallery professional as well as members of governing bodies.

Above all, conference is the best networking event of the year, with over 600 people from your profession sharing ideas and values and understanding what matters most to you in your work. There is nothing like it.

Workforce development

To respond to social, cultural, economic and technological change museums need a representative, appropriately skilled and motivated workforce. Diversity, career structures and leadership – these sessions look at the key issues of recruitment, training and development.

International partnerships

In the global economy there are more opportunities than ever for museums to work with partners overseas. Yet such work is labour intensive and initially daunting. These sessions concentrate on the way museums can get into international partnerships and how they can make them work.

Collecting for the future

The Museums Association is working on a major report looking at the future of collecting and these sessions will contribute to the debate. What kind of collections will museums need in 2050? What do museums need to do to ensure that their collections will meet the needs of society in the future?

0930-1000

Keynote

Frank McAveety MSP
Minister for tourism,
culture and sport,
Scottish Executive

Frank McAveety has specific responsibility for tourism, sport, culture and the arts, the built heritage, architecture, Historic Scotland and the lottery. He was a councillor for Glasgow District Council from 1988 to 1995 and Glasgow City Council from 1995 to 1999 and was the youngest ever leader of the council. He was involved with the arts and culture committee from 1992 to 1997, where he was initially the vice convener then progressed to be the convener. He was the council leader from 1997 to 1999 during which time he pioneered innovative and radical strategies for new investment in the city's schools and housing stock.



Frank McAveety

1045-1115

Keynote

Wally Serote
Executive chairman and
chief executive, Freedom
Park, South Africa

Freedom Park is a 52-hectare site on the outskirts of Pretoria. The mission of the park is to provide a pioneering and empowering heritage destination that challenges visitors to reflect on the past, improve the present and build on the future as a unified nation. During the apartheid regime, Wally Serote was in exile for 17 years, during which time he held various positions in the ANC. He is a former member of the Parliament of South Africa, where he was the chairman of the parliamentary committee on arts, culture, language, science and technology which was responsible for developing much of South Africa's arts and culture policy.

1115-1245

Concurrent
sessions

**Museums and nationality:
the challenges**

Following the keynote address, a panel will lead a discussion on the successes and failures of museums to reflect both the national and individual identities of the people they serve.

Scotland and its museums

The past ten years have been difficult for Scotland's museums, particularly the non-national. Speakers from all sides look to the future and assess whether the current array of strategies, action plans and other initiatives are likely to help.

**Revolutionising museum
archaeology**

The Portable Antiquities Scheme is the largest museum-based community archaeology project in the UK. This session looks at the work of the scheme and shows the potential of regional community outreach to involve previously excluded audiences.

1345-1415
Keynote

Nima Poovaya-Smith
Director, Alchemy Anew

Nima Poovaya-Smith has recently been appointed the director of Alchemy Anew, an independent charity whose central concern is the transcultural – the movement of cultures across and within national boundaries and the productive transformations resulting from these interactions. She was formerly the senior keeper of international arts for Bradford Arts, Heritage and Leisure Services where she curated a number of exhibitions and was responsible for setting up the Transcultural Gallery at Cartwright Hall. She was also the director of arts at Yorkshire Arts and the head of special projects at the National Museum of Photography, Film & Television.



Nima Poovaya-Smith

1415-1600
Concurrent
sessions

Identity in transition: museums in the new South Africa

Museums have played a major role in shaping the identity of the new South Africa. This session will look at the ways in which museums have renegotiated and reframed their work and their role in reconciliation, democracy and human rights.

Whose art? Whose identity?

Do the Scottish national museum collections reflect the real identity of their audiences? Artist Ross Sinclair and Susan Jeffrey of Paisley Museum and Art Galleries will debate the issue that will then be thrown open to the floor.

The future of UK collections. Part 1: acquisition

A Museums Association working party has been enquiring into the future of UK museum collections. This session offers an opportunity to debate its findings and look at what we should be collecting and why, how we collect and who we are collecting for. And, of course, how we pay for it.



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1615–1800
Concurrent
sessions

Cultural identity in the home nations

Devolution in Scotland, Wales and Northern Ireland has emphasised longstanding issues of identity and even generated a debate as to the nature of 'Englishness'. This session looks at how museums in the UK are expressing multiple identities in the context of political pressure and expectations generated by nationalism.

Cultural entitlement and Scotland's museums

Scotland has taken a radical new approach to cultural provision, based on the premise that each person has cultural rights. This session will explore what this means in the museum context and the practicalities of delivery.

The future of UK collections. Part 2: use

A Museums Association working party has been enquiring into the future of UK museum collections. This session explores the ways in which we need to change current practice, so that museums can make more and better use of collections in the future.

2030–0030
Conference
dinner

The Assembly Rooms, in the heart of Edinburgh's historic George Square have a distinguished history with many notable visitors from Chopin to Dickens.

The evening begins with drinks followed by dinner in the spectacular ballroom.

£53 including VAT: prepaid ticket holders only

1000–1830
Exhibition

The Museums Association's annual exhibition is the most important event in the museum and gallery sector for sourcing new products and services. The exhibition runs throughout the first two days of conference and has its own programme of events.

This is a great opportunity to see a broad range of innovative products and services offered by the leading companies in the sector.

Specialist areas represented include exhibition design, storage, conservation, audiovisuals, documentation systems plus a range of management disciplines such as fundraising, marketing and strategic planning.

To see the full range of exhibitors visit:

www.museumsassociation.org



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1200–1530
Regional and
national surgery

**Regional agencies
forum**

An opportunity to find out what is happening in your region or nation. A wide variety of organisations including the English regional agencies, hub museums, representative bodies from the devolved nations and other national museum organisations will be present.



1400–1530
Concurrent
sessions

**International partnerships in
knowledge sharing, training
and exhibitions**

This session looks at the ways that international partnerships have opened up opportunities for organisations in the visual arts to realise their potential for sharing archival material, develop training programmes and extend the range of exhibitions and audiences.

**Income generation: a local
authority view**

Based on five years of benchmarking data, this session shows how top performing local authority museums generate commercial income. It will explore key issues and provide inspiration and reassurance on what works well and not quite so well for large services.

**Museum and gallery skills for
the future**

If future visions of museums in the 21st century are to be met, a new range of skills are required. This session looks at what these might be, the generic skills that museums share with other parts of the cultural sector and the implications for work-based training.

Pay in museums

The Museums Association's recent survey has raised awareness of poor levels of pay and the impact this can have. This session looks at some of the implications of the survey and what the sector can expect in future.

1630-1800 Concurrent sessions

Income generation: a National Audit Office view

Earlier this year, the National Audit Office published its first report on the income generating activities of a range of national museums and other museum and heritage organisations. This session looks at the findings and offers advice on key areas for museums to look at to improve their capacity to generate income.

Making international partnerships work

International partnerships offer new perspectives and development opportunities for museums but require patience, mutual respect and commitment if they are to be sustainable. This session looks at three transnational partnership projects funded through the Culture 2000 programme.

Focus on Edinburgh

As a prelude to the open evening, Edinburgh's museums and galleries profile recent developments and outline plans for the future.

Leadership development

A consortium of 13 Scottish museums successfully applied to the Strategic Change Fund to develop leadership skills in 26 museum staff over three years. This session reports on how the project was conceived, the view from a participant's perspective and the mechanism for delivery.

1830-2100 Edinburgh open evening

Edinburgh opens up its museums and galleries to all conference delegates. The city has some of Europe's finest collections and the evening provides an opportunity to see recent developments in each of the venues.

0930-1630 Exhibition

The Museums Association's annual exhibition is the most important event in the museum and gallery sector for sourcing new products and services. The exhibition runs throughout the first two days of conference and has its own programme of events.

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0900-0930
Keynote

Lonnie Bunch
President, Chicago
Historical Society

Lonnie Bunch became the president of the Chicago Historical Society, one of the oldest history museums in the USA, in January 2001. For more than 12 years he worked in various capacities at the Smithsonian Institution. He was the associate director for curatorial affairs at the National Museum of American History from 1992 to 2000 and served as the senior curator of political history from 1989 to 1991. Before the Smithsonian, he was the founding curator of the California African American Museum in Los Angeles.



Lonnie Bunch

0930-1100
Concurrent
sessions

**Museums and European
enlargement**

Enlargement is one of the most important challenges for the EU and the impact will be felt throughout Europe. What new opportunities does it offer museums? This session provides an overview of the European expansion and highlights work already being done in the accession countries.

The future of UK collections.

Part 3: reactivation

Museums can reactivate their collections by taking fresh approaches to them. This session looks at some of the possible approaches, from exploring new intellectual routes to rationalisation.

**Lessons from large capital
projects**

What general principles can be learned from museums that have undergone lottery-funded redevelopments? This session looks at particular aspects of the process, including the development of the brief and the client team, how to work with the Heritage Lottery Fund and develop the bid and how to work with consultants.

1130-1300
Concurrent
sessions

**Museum partnerships with
developing countries**

Culture and cultural assets are seen as increasingly important to developing countries. This session will explore the role that museum professionals can play in identifying, developing and implementing projects in poor countries.

Museums and young people

More and more museums are developing work with young people outside of formal education. This session looks at potential partners, projects museums could become involved with and sources of funding.

**Human remains in museum
collections**

The recent public debate on human remains has focused narrowly on disputed claims for repatriation, reburial and recompense. This session explores the wider ethical and practical implications for the care and treatment of all remains, claimed or unclaimed.

**Representing disabled people
in museum collections**

Very little attention has been given to issues around identity and the representation of disabled people within collections and displays. This session explores the factors that influence the way in which material is recorded and considers the implications for the sector.

1400–1500
Annual general
meeting

A chance to survey the recent work of the Museums Association and to measure progress in its five-year forward plan. Open to members only.

1530–1630
Question time

This closing debate gives delegates the opportunity to question a panel of leading figures and expand on some of the major themes of the three days of conference.



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