

Establishing a Museum

Museum Management texts and resources

- Collections Australia Network or CAN (www.collectionsaustralia.net) is an online service providing public search access, professional development resources and links to more than 1,500 collecting institutions, and their collections, throughout Australia.

From the CAN site you will be able to download the *Strategic Planning Manual - National Guidelines for Museums, Galleries and Keeping Places*, which will provide you with a step-by-step approach to establishing your own strategic plan.

Also available on the CAN site is *Caring for our Culture - National Guidelines for Museums, Galleries and Keeping Places*. This publication contains two sections. Part 1 - Planning and Purpose includes a series of comments and questions framed to help museums explore their direction and plans for the future and Part 2 - Operational Guidelines is a set of technical guidelines which set out minimum standards and which are for self evaluation by the museum in relation to its own stated objectives.

- *Museum Methods - A Practical Manual for Managing Small Museums*, produced by Museums Australia (NSW), provides information about all areas of museum management. It includes sections on collection management, Preventive conservation, exhibition development, education, public programs and additional sections are updated annually. As an institutional member of Museums Australia (NSW) you will automatically receive a copy of Museum Methods. You can join Museums Australia by contacting the national office:
Museums Australia
PO Box 266
Civic Square
ACT 2608
Phone: 03 6208 5044

Conservation

- *Re-Collections* is a set of practical handbooks, designed by the Heritage Collections Council, for use principally by non-conservators who are working with Australia's cultural heritage. One copy is freely available to Australian institutions on application. reCollections is accessible on the AMOL site or copies may be obtained by writing to:

Heritage Collections Council Secretariat
GPO Box 2154
Canberra ACT 2601
Phone 02 6271 1094
Fax 02 6271 1079
Email hcc@dcita.gov.au

Legal issues

- The Arts Law Centre of Australia is a national community legal centre which gives advice and information on contracts, copyright, insurance, defamation, business structures, employment and taxation to artists and arts organisations in all sectors of the cultural industry. Initial telephone advice is free, for ongoing advice a subscription is required.
Arts Law Centre of Australia
The Gunnery
43 - 51 Cowper Wharf Road
Woolloomooloo NSW 2011
Phone 02 9356 2566
Toll free 1800 221 457
- *Museums and Galleries - A Practical Legal Guide* written by Shane Simpson is available for purchase from:
Redfern Legal Centre Publishing
122 George Street
Redfern NSW 2016
Phone 02 9698 3066

Marketing

- *The Marketing Mix: Promoting Museums Galleries and Exhibitions* by Dr. Sharron Dickman is a 'logically designed handbook that is easily read and introduces the concept of marketing in a no nonsense, practical manner that is supported by real life examples' specifically for the museum and gallery industry. It can be ordered from:
Museums Australia Inc. National Office
PO Box 266
Civic Square ACT 2608
Phone 02 6208 5044
(Museums Australia Member discount on publications - 15%).
- *Arts Marketing the Pocket Guide* by Dr. Sharron Dickman provides a starting point for those new to marketing, and can be read as a handy navigational tool on the road to successful marketing'.

Marketing Strategies for Arts Organisations aims to provide arts organisations with an easy to follow, four part, step-by-step guide to developing effective marketing strategies.

Both publications are free and can be ordered from the Australia Council for the Arts:
Phone 02 9950 9000
Toll free 1800 226 912
Fax 02 9950 9111
Email publicaff@ozco.gov.au

Further information

- The Powerhouse Museum Research Library collects resources on:
Decorative Arts and Design
Social History of New South Wales
Science and Technology
Museology - all aspects of museum administration and management.

The library is open to the public Monday to Friday, 9am-5pm but appointments are essential. The Reference Staff are happy to answer any quick reference questions and will assist you to use the library for your own research project.

Powerhouse Museum Research Library
84 Mary Ann Street
Ultimo NSW
Reference inquiries Phone 9217 0258