

# **Museums & Galleries NSW**

## **Friends of the Museum**

One way of generating on going support for the museum is to establish a Friends Program. Associations of Friends are voluntary charitable organisations which are formed specifically to support their adopted institution. There is usually a membership fee for joining these associations.

Friends groups can do almost anything, provided that they bear in mind their main purpose of providing support and assistance to their museum or gallery. Their activities usually fall into four categories:

### Generating income

- for special projects such as restoration/conservation work
- for the ongoing work such as the exhibition development,
- for publications

### Public relations

- developing publicity campaigns
- organising and running special events
- liaising with local newspaper and radio
- lobbying for government support

### Recruiting members

- word of mouth recruitment
- organising visits to other museums, galleries
- publish news letter
- hold previews
- hold social events for members of the Friends group

### Provide volunteer workers for

- catering
- researching
- collecting admission fees
- specialist tasks, such as accounting or developing education kits
- helping plan the market garden
- gathering props for exhibitions

## **Fact Sheet**

Further information about forming an Association of Friends for your museum can be obtained by contacting:

The Australian Federation of Friends of Museums  
Max Dingle - President  
GPO Box 5131  
SYDNEY  
NSW 2001  
tel: (02) 9552-7533  
fax: (02) 9552 2318

The British Association of Friends of Museums has produced a very useful booklet called *How to Start a Friends' Association for Your Museum or Gallery*, which is available for minimal charge from the above address. Other publications about Friends programs are also available from AFFM.

**We suggest that you refer to the *Museum Methods* sheet No. 1.11 on Friends which was updated in 2009.**