



ANNUAL REPORT 2015

Introduction

In 2015, the restructuring of ICOM-SA into a fully volunteer-managed organisation continued. During the year, the new Board members and volunteers co-opted to manage operational and administrative matters learned the ropes of the organisation. At the same time, ICOM-SA continued to expand its professional network and to promote professional development. ICOM-SA was an organising partner of the ICOM ICEE Conference: *Get Connected. New Markets, Audiences and Perspectives in Exhibition Exchange*. ICOM-SA, ICOM ICEE and SAMA also organised a workshop preceding the conference focusing on opportunities and challenges facing exhibition exchange from a South African perspective.

ICOM-SA, together with SAMA, continued to engage with Cathsseta regarding the standardisation of museum job descriptions and development of unit standards and accredited courses in museum work.

The ICOM-SA Newsletter continued and three editions have been produced in 2015. A fourth edition will be published following the November events and AGM. The website and the Facebook page have been maintained during the year (<http://network.icom.museum/icom-sa/> and <https://www.facebook.com/icomsouthafrica>).

Operations

The ICOM Statutes were updated with the hope to submit the new statutes for adoption at the ICOM 2016 Milan General Assembly. The revision, led by Per Rekdal, was conducted through a lively (and sometimes passionate) email debate in which ICOM-SA participated. The main focus on the discussions was membership criteria for individuals as well as institutions. The criteria for membership has become complex with the diversification of museums as well as the trend that a

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significant number museum professionals are not employed by museums anymore. Instead they work for heritage organisations or are self-employed. This debate is still ongoing.

As an interim measure, a screening process for new members was implemented in 2015 to ensure that new members comply with existing ICOM criteria. The process consists of new members having to complete a motivation letter stating their professional profile and experience. All applications are screened by a panel consisting of Mohau Qalaza, Anneliese Mehnert and Sylvia van Zyl. Though ICOM-SA subscribe to the ICOM criteria of membership being limited to museum professionals, it used the inclusive interpretation of museum professional that includes self-employed professionals and museum staff members who are not employed in curatorial positions.

The ICOM-SA Constitution has been changed to accommodate a roving physical and postal address. The official address of ICOM-SA will be that of the current chairperson. The physical and postal address up to end of the term of the 2013-2016 Board is: 8 Kasteel Crescent, Tygerdal, Goodwood.

ICOM ICEE Conference

The conference took place from 16-20 October 2016 in Cape Town. It consisted of a pre-conference workshop at the Homecoming Centre, District Six Museum, a three day conference at Martin Melck House and a post-conference tour to West Coast Museums. The workshop attracted 80 participants, 45 South Africans and 35 from the rest of the world. The Western Cape Province sponsored grants for Western Cape based museum workers to attend the conference and IziTravel sponsored the attendance of three delegates from the rest of Africa.

Workshop programme:

- Keynote speakers: Carina Jaatinen, ICEE Chairperson and Head of Exhibitions, Espoo City Museum and Peter Elsaesser, CEO MuseumsPartner.
- Speakers: Mahunele Thotse, Helene Vollgraaff, Catherine Snel, Chrischene Julius, Charlene Houston, Christopher Till
- Discussion Facilitator: Laura Robinson
- Outcomes:
 - The increased presence and awareness of ICOM and the ICEE in Africa and more specifically, South Africa
 - The increased appreciation and awareness of the situation of the South African museums sector and of Western Cape museums in particular for international museum professionals
 - The awareness of the ICEE as a resource for the collaboration of South African museums with international markets
 - The Interactive sharing of (new) insights of museum practices.
 - The sharing of ideas and workshop discussions with the wider museum community by making the workshop presentations available online.

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Conference Programme

Conference Title : *Get Connected! New Markets, Audiences, and Perspectives in Exhibition Exchange*

Conference opening and welcome:

- The Honorable Anroux Marais, Minister of Cultural Affairs and Sport, Western Cape Government
- Carina Jaatinen, Head of Exhibitions, Espoo City Museum, Finland; Chair of ICEE
- Helene Vollgraaff, ICOM-SA Chairperson
- Christopher Till, SA Apartheid Museum

Keynote speakers:

- Marilyn Martin, Independent Writer, Curator, Senior Scholar at Michaelis School of Fine Art and Former Director of Iziko South African National Gallery, Cape Town
- Wim Pijbes, General Director, Rijksmuseum, Amsterdam

New Markets in Exhibition Exchange:

The market for touring exhibitions is diverse and unpredictable. Market segmentation and analysis are now essential components of every marketing plan for touring exhibitions, but the lack of consistent business models for touring exhibitions represents a challenge for museums and traveling exhibition services. How can we identify new markets for exhibition exchange? Are the existing partnership models (museum to museum, cultural-commercial, international collaborations) a way to build business networks?

New Audiences in Exhibition Exchange

The success of exhibitions often depends on a clear understanding of target audiences, yet this can be challenging in the touring exhibitions environment. Do traveling exhibitions demand flexibility in the light of different audiences and/or different museum goals around the world? What is the role of marketing to attract new audiences? Can we produce exhibitions on demand, also for an international market?

New Perspectives in Exhibition Exchange:

The world of touring exhibitions is an ever-changing one. In order to keep in step with the demands of audiences, meet the needs of institutional goals and financial realities and stay relevant, touring exhibitions must constantly innovate and evolve. What innovative ideas have been most successful in your experience with touring exhibitions? Which ideas weren't so successful? How have you tried to foster innovation and new perspectives in the development of your organization's touring exhibitions?

The 2015 ICEE conference was a success, according to the participants who completed a Web-based survey evaluation after the event. There was significant evidence in the survey results and written comments that the participants were highly satisfied with the event, and appreciated the value of content provided through different sessions. Each aspect of the conference improved or closely

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maintained results from the previous post-conference survey made in 2014. This report includes a presentation with the survey preliminary results.

For complete conference and workshop program and papers: <http://www.icee2015.org.za>

Sponsors

ICOM-SA would like to thank the following sponsors:

ICOM ICEE Conference Sponsors:

- **Main Sponsor:** Department of Cultural Affairs and Sport, Western Cape Government
- **Organising Partner:** SA Apartheid Museum in association with Martin Melck House
- **Other sponsors:** Rupert Art Foundation, IziTravel
- **Free entry and reduced fees:** Solms Delta, S.A. Jewish Museum, Cape Town Holocaust Centre, Castle of Good Hope, Iziko Museums of South Africa, West Coast Fossil Park, District Six Museum.

Other sponsors:

- KwaZulu-Natal Museum and Durban Local History Museum for travel and subsistence support to Board members in their employment.
- Ditsong Military History Museum and Cape Town Heritage Trust for hosting Board meetings.

Finances

INCOME	2015	2014
Membership	R111 125	R98 720
Interest received	R5 406	R1 673
Conference income	R441 414	R53 150
NHC Sponsorship	R0	R31 000
TOTAL	R557 945	R184 543
EXPENDITURE		
Administration and management	R1 893	R0
Auditors remuneration	R6 156	R1 947
Bank charges	R7 670	R1 947
Computer expenses	R0	R300
Conference expenses	R389 560	R10 180
Executive Board meetings	R5 294	R0
Levies	R83 972	R88 189
NHC Communication Channel expenditure	R9 807	R15 500
TOTAL	R504 352	R121 816
Profit for the year	R53 593	R62 727

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Membership

2015 Membership: 53 individuals (41 regular, 6 retired and 4 students) and 12 institutions

New members: 19 individuals and 1 institution

Members not renewing: 11 individuals and 2 institutions

ICOM-SA Board 2015

Dr Helene Vollgraaff, Chairperson

Dr Barbara Ann Wanless, Treasurer

Ms Anneliese Heidrun Mehnert, Financial Administration

Ms Mohau Eliza Qalaza, Membership Administration

Dr Hamish Gibson Robertson, Communications

Ms Sylvia van Zyl, Professional Development

Mr Jackson Luthando Maphasa, Professional Development

Ms Catherine Snel, President of SAMA (ex officio).

Volunteers:

Ms Victoria Heunis, Secretary

Mr Thevan Harry, Membership administration

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