



ICOM-SA

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## ICOM-SA Newsletter No. 8, December 2015

### The world of exhibition exchange – new opportunities

After a year of hard work and planning, the ICOM ICEE Conference is now something of the past. Those of you who attended hopefully agree that the conference was a great success. We had 84 delegates, 37 of them from the rest of the world. With sponsorship from the Department of Cultural Affairs and Sport, Western Cape Province, izi.Travel and ICOM ICEE, 13 Western Cape based museum professionals and 3 museum professionals from Namibia, Tanzania and Nigeria were given grants to attend the conference. Twelve museums participated in the conference by hosting a tour or function. We all benefitted from the international exposure and networking opportunities. The conference was a testimony to the spirit of ICOM – we support and nurture each other and we grow the museum sector across national and cultural boundaries.

The practice of exhibition exchange is new to us. It goes beyond mere travelling exhibitions as it entails new business models for museums to generate funds using their experts and collections. We started to unpack how South Africa can adapt these business models to our conditions in the pre-conference workshop. However, there is still a lot of work to be done.

The papers of the workshop and conference will be available on the conference website [www.icee2015.org.za](http://www.icee2015.org.za) by mid-December.

Speaking of networking, ICOM-SA and ICOMOS-SA are joining forces to prepare a statement on the International Museum Day theme of *Museums and Cultural Landscapes*. The programme will depend on the participation of all members and we hope that you will take the opportunity to become actively involved. See below for more information.

For those of you who would like to become part of the ICOM-SA management team, but don't see yourself as part of the International Museum Day programme, there are lots of opportunities to become involved. In addition to assisting with workshops and events, we also need language editors, people who can assist with keeping our website and facebook pages updated and relevant and

graphic designers (to make the newsletter a bit more interesting). We would like to expand the newsletter from “news from the Board” to a more general newsletter with opinion pieces, but will need volunteers to form an editorial committee in order to do so. Please contact the Board if you would like to become involved.

Helene Vollgraaff  
ICOM-SA Chairperson



***Some images of the ICEE Conference - clockwise:  
ICOM-SA, ICEE and SAMA Workshop at District Six  
Homecoming Centre  
Museum walking tour – Castle of Good Hope  
Post conference excursion – West Coast Fossil Park***

## **From the AGM**

The ICOM-SA AGM was held on 16 November 2016.

## **Chairperson's report**

Though the ICOM-SA Board identified professional exchange through conferences and networking as the primary objective of ICOM, the main focus of ICOM-SA in 2014 was on operational restructuring in order to meet the challenges of an increasing restrictive funding environment. With this goal in mind, the Board prioritised operational and financial sustainability and improved communication and member participation. However, professional exchange and networks have not been neglected.

In August 2014, ICOM-SA organised a successful conference on the status and future of research in museums. ICOM-SA also entered into a Memorandum of Agreement with SAMA resulting in improved coordination of activities between the two organisations. One of the outcomes was the joint workshop between ICOM-SA, ICOM ICEE and SAMA on 16 November 2015. This workshop was followed by the ICOM ICEE Conference with ICOM-SA as an organising partner. ICOM-SA and SAMA also agreed to coordinate International Museum Day activities, cooperate in developing professional development opportunities and to promote each other's events.

In 2015, 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 and ICOMOS-SA will organise a joint programme around the 2016 International Museum Day theme, Museums and Urban Landscapes.

## *Organisational issues*

As ICOM-SA is a local branch of ICOM, the Board report to the ICOM Executive Bodies in terms of French administrative legislation. Membership is also managed by the ICOM Secretariat. In addition, ICOM-SA is a registered non-profit organisation and has SARS Tax Exemption Status and is therefore liable to submit annual reports as determined by the NPO Office and SARS.

Due to financial challenges, ICOM-SA has become a fully volunteer run organisation during 2014. This was continued and expanded in 2015. All the administrative work was conducted by either Board members or volunteers. Organisational continuity is a major threat to the sustainability of volunteer-run organisations as there is no Secretariat to maintain systems and to initiate new Board members into processes and procedures. With this challenge in mind, the following systems were put in place:

- Training of additional Board members and volunteers in the processes and procedures of ICOM and ICOM-SA in particular;
- Creating a Resolutions register to allow new Boards to trace previous decisions easier;
- Starting an Organisations Manual dealing with Statutes and Rules, Contracts and MOUs, branding, membership

administration, financial administration, NPO management and Tax regulations.

Two additional members have been co-opted on to the Board and two volunteers recruited to spread the workload and to ensure operational sustainability by training members in ICOM operational processes and procedures. The new members are:

- Anza Mehnert was co-opted as a Board member to manage finances.
- Mohau Qalaza was co-opted as Board member to manage membership administration. She is supported by Thevan Harry in this regard.
- Vicky Heunis volunteered to take responsibility for administrative support to the Board. Vicky organised plenary and Board meetings, circulated notices to members and keep records of Board decisions.

In addition, Ann Wanless, an existing Board member has taken responsibility for editing. The ICOM-SA Board would like to extend its appreciation to Marianne Gertenbach, a service provider to the Board who assisted with training in operational matters in this transitional period.

Helene Vollgraaff and Ann Wanless met with the ICOM-SA Auditors in April 2014 in order to review bookkeeping systems. The auditor's suggestions regarding the management of multi-party agreements and sponsorships have been implemented.

#### *Improved communication*

In order to improve communication, a quarterly Newsletter, sponsored by the National Heritage Council was started in 2014. The website was revamped and a Facebook page was created. The new ICOM-SA website can be found at

<http://network.icom.museum/icom-sa/> and the Facebook page at

<https://www.facebook.com/icomsouthafrica>.

Members are encouraged to interact on Facebook and to submit contributions to the website page.

ICOM-SA continued to circulate regularly notices of conferences, workshops and other relevant events to members via email.

#### *ICOM-SA and SAMA Memorandum of Agreement*

The purpose of the MOA was to encourage co-operation between the two organisations in attaining their mutual goal of promoting and developing museums and the museum profession in South Africa.

The MOA acknowledges that ICOM-SA and SAMA serve the same heritage sector and share the same museological principles. Both organisations are committed to an innovative and excellent museum service for the South African public and at the same time to ensuring that sound museum policies and governance pertain.

The MOU recognises that ICOM-SA and SAMA are separate entities defined by their own constitution and mandates. While ICOM-SA's emphasis is on international relations, SAMA's strength lies in its extensive local networks. By working together ICOM-SA and SAMA have a wide range of resources, both world and countrywide, to draw on for the common good of museums in South Africa.

#### *ICOM-SA Conference on Museum Research in South Africa – Relevance and Future 26 – 27 August 2014*

The conference was undertaken as part of ICOM-SA's programme for International

Museum Day 2014 with the theme ‘Collections make connections’. The conference focused on specialist research across all disciplines within museums. The conference took place on 26-27 August 2014 in Durban. Following the conference, a draft report was circulated for comment to conference participants and other ICOM SA members. A report was submitted to the Departments of Arts and Culture as well Science and Technology in December 2014 and is available on the ICOM-SA website.

*ICOM ICEE Conference: New Markets, Audiences and Perspectives in Exhibition Exchange*  
16 – 20 November 2015

The programme started with a joint workshop (with SAMA as a third partner) and was followed by a three day conference at Martin Melck House. The week closed off with an optional post-conference excursion to the West Coast Fossil Park and !Khwat ttu.

The conference was testimony to the hard work of both ICOM-SA members and the ICEE Committee. Various sub-committees were involved:

- Coordination: Carina Jaatinen and Helene Vollgraaff
- Workshop programme: Helene Vollgraaff, Stefan Hundt, Catherine Snel
- Conference programme: Anne-Marie Raymond, Antonio Rodriguez, Marlies Kleiterp
- Website: Yousef Khacho, Peter Dennis
- Finances: Helene Vollgraaff, Anneliese Mehnert, Isabel Salgado
- Social programme: Helene Vollgraaff, Wandile Kasibe, Catherine Snel
- Venue and logistics: Wayde Davy, Nadia Harris, Bridgette Hendricks

- Additional events organised by sponsors: SA Sendinggestig Museum, SA Apartheid Museum, Chavonnes Battery and Rupert Art Foundation.

### **ICOM-SA Sponsors 2014 and 2015**

ICOM-SA was fortunate to receive generous funding from various sponsors during 2014 and 2015. These sponsorships were key in the financial turnaround of the organisation. We would like to express our appreciation to the following sponsors:

#### *Sponsors: 2015 Conference*

- *Main Sponsor:* Department of Cultural Affairs and Sport, Western Cape Government
- *Secondary Sponsors:* izi.Travel, Rupert Art Foundation, SA Apartheid Museum
- *Reduced fees and special rates:* Solms Delta, S.A. Jewish Museum, Cape Town Holocaust Centre, Castle of Good Hope, Iziko Museums of South Africa, West Coast Fossil Park, !Khwat Ttu, Chavonnes Battery

#### *Sponsors: 2014 Conference*

- Department of Arts and Culture
- Ethekwini Municipality

#### *Sponsors: Communications*

- National Heritage Council

#### *Other sponsors:*

- Iziko Museums of South Africa, KwaZulu-Natal Museum, Durban Local History Museum, Ditsong Museums of South Africa, Cape Town Heritage Trust for hosting Board meetings.
- Iziko Museums of Cape Town, KwaZulu-Natal Museum, Durban Local History Museum for travel and subsistence support to Board members in their employment.

## Membership report

MEMBERSHIP	2015	2014
Individuals	53	46
Institutional	12	14
RENEWALS AND RETENTION		
New individual	19	5
New institutional	1	1
Non renewals individual	11	9
Non renewals institutions	2	2

### Resolution regarding free entrance to South African Museums

Presented at the 2015 AGM, and unanimously agreed upon:

*ICOM-SA should actively promote free access to museums and heritage sites in South Africa for ICOM and ICOMOS members and to list participating museums and sites on ICOM-SA's website. ICOM-SA should liaise with ICOMOS-SA to support this action.*

Free entrance to museums and heritage sites, especially in Europe, has always been a valuable benefit for ICOM and ICOMOS members. And many South African museum workers have expressed their appreciation for this arrangement. Yet, South African museums and heritage sites do not have a reciprocal programme for local and international ICOM and ICOMOS members. Visiting museums and heritage sites is important for museum and heritage professionals to build networks and to keep abreast of new trends and ICOM and ICOMOS should promote this collegial practice.

## Financial report

The audited financial report is available from the ICOM-SA Office. ICOM-SA financial records are audited by Valentine Sargeant, Table View, Cape Town.

INCOME	2014	2013
COMCOL ICMAH		25,645
ICOM-SA research conference	53,150	0
Interest received	1,673	1,689
Membership fees	98,720	73,930
NHC Sponsorship	31,000	
<b>TOTAL INCOME</b>	<b>184,543</b>	<b>101,264</b>
EXPENDITURE		
AGM workshop expenses		1,287
Administration and management		51,028
Auditor remuneration	5,700	5,700
Bank charges	1,947	1,657
Website	300	5,500
Conference expenses	10,180	
Executive Board meetings		12,828
Membership Levies	88,816	72,724
NHC Communication Channel	15,500	
<b>TOTAL EXPENDITURE</b>	<b>121,816</b>	<b>150,724</b>
Profit (loss)	62,727	(49,460)

SUMMARY OF FINANCIAL POSITION 31 DECEMBER 2014	2014	2013
Trade and receivables	-	R2,570
Cash and receivables	R140,875	R83,258
<b>Total Assets</b>	<b>R140,875</b>	<b>R85,828</b>
Equity and liabilities		
Equity:		
• Surplus of finances: NHC	R11,0000 R71,180	R71,180
• Surplus of finances: COMCOL/ICMAH/ICOM-SA	R57,935	R6,208
• Retained income		
Liabilities:		
• Trade and other payables	R81,180	R71,180
<b>Total equity and liabilities</b>	<b>R140,875</b>	<b>R85,828</b>

ICOM-SA and ICOMOS-SA are working together to develop a joint *Statement on Museums and Cultural Landscapes – A South African Perspective* through a consultative process. We are also in discussion with some of our colleagues in the rest of Africa to develop an African or southern African perspective rather than a national one.

The South African landscape reflects South African heritage in all its diversity. It includes sites and spaces rich in living heritage; sites containing evidence of our geological and palaeontological heritage; sites reflecting our agricultural and industrial past and urban and townscapes that not only reflect our architectural heritage, but also our divided political past. The documentation and conservation of our cultural landscapes forms an integral part of our tangible and intangible cultural heritage and should be conserved and interpreted as such. Museums form an important part of the cultural landscape. In addition, as archaeological repositories and keepers of objects associated with the built environment, museums preserve tangible and intangible testimonies of their environment and can play an important role in promoting understanding of evolving cultural environments.

Principles to discuss in developing a Statement include:

- Museums' role in documenting and interpreting the South African landscape;
- New models to extend museums beyond the restrictions of buildings to interpret and conserve cultural landscapes and activities *in situ*.
- New models to integrate museum activities and heritage resource management practices.
- Extending the definition of museums to include cultural landscapes;

- Promoting the conservation of cultural landscapes;
- Providing guidance for heritage practice where cultural landscapes reflect a divided political past;
- Utilising Heritage Education to encourage social cohesion and to build a responsible and proud citizenry.

The consultative process will consist of:

- Regional focus groups, organised by ICOMOS-SA or ICOM-SA members, to brainstorm the content of such a Statement. These focus group meetings are planned to take place between or around International Monuments Day and International Museums Day, i.e 18 April and 18 May respectively;
- The focus group meetings will be followed up with online communication by representatives of the groups to prepare a draft national statement to be workshopped at a national conference in the second part of the year.

Please let us know if you would like to become involved in organising and facilitating the regional focus group meetings.

## **ICOM-SA Membership renewals**

Though ICOM membership rates remained the same in Euro, unfortunately we are obliged to increase membership rates due to the weakening of the ZAR against the Euro. As the expectation is that the ZAR will further weaken against the Euro, we are introducing a rate up to end of January and one for those paying from 1 February in order to keep rates as low as possible while at the same time manage the risk related to foreign exchange fluctuations.

Please note that the institutional membership categories have also been adjusted to reflect the weaker ZAR.

Your institution may be able to drop a category. The membership rates for 2016 are:

<b>INDIVIDUAL</b>	<b>31 Jan</b>	<b>1 Feb onwards</b>
Individual – regular	R400	R420
Retired	R195	R215
Student	R195	R215
<b>INSTITUTIONAL AS PER OPERATIONAL BUDGET</b>		
Institution Regular 1: R510,000.00 or less	R3800	R4000
Institution Regular 2: R510,001.00 - R1,700,000.00	R4750	R5000
Institution Regular 3: R1,7 million - R17 million	R6850	R7200
Institution Regular 4: R17 million - R85 million	R7800	R8300
Institution Regular 5: R85 million - R170 million	R8300	R8800
Institution Regular 6: More than R170 million	R14640	R15500

## **In Brief**

### **Milan 2016**

The Organising Committee of ICOM General Conference and Assembly, Milan 2016, offered to assist delegates with their visa applications. If you intend to attend this conference, please contact to Vicky Heunis who will be collating the information of South African delegates.

Please remember the deadline for early bird registration is 28 January 2016. The early bird registration fee is significantly less, especially as there is a discount for early bird delegates from Category 2-4 countries (such as South Africa). You can find the registration rates and deadlines on this page <http://network.icom.museum/icom-milan-2016/registration/how-to-register/>

### **New office address**

The address of the ICOM-SA Office has been changed to the “work address of the incumbent ICOM-SA Chairperson”. The address of the office until the end of the current Board’s term will be:

8 Kasteel Crescent, Tygerdal, Goodwood, 7406

Our general email, managed by Vicky Heunis, remains the same :

[icomsamuseums@gmail.com](mailto:icomsamuseums@gmail.com)

For membership related enquiries, please contact Mohau Qalaza at

[Mohau.qalaza@durban.gov.za](mailto:Mohau.qalaza@durban.gov.za).