

Module 5 Relationships with Communities

Kowae 5

Te Mahi Tahī me ngā Huihuīnga Tangata

The fullness with which you answer a question will vary according to the museum's circumstances. Focus always on how *your particular* museum service¹ operates.

If a question can be answered by including a copy of all or part of an existing document, please do so. Please do not include original documents.

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¹ The word 'museum' is used to include any museum, art gallery, iwi museum/cultural centre, historic place, open air museum, heritage or marae collection, science centre, or exhibition centre.

5.1 Communities of Support (see 1.17)

Objective: The museum thrives on the support of Friends, voluntary workers, local authorities, tangata whenua, other iwi and hapū, donors, individual and corporate sponsors, residents and other community groups and strategic partners in other local museum and tourism operations.

Standard: The museum knows and understands the diversity of its interest groups and has analysed its actual and potential communities of support and considers them in planning its direction and activities.

How has your museum identified your actual and potential communities of support?

	Does your museum have one or more of the following that answers or supports the above query?	You have this	Copy is attached
1	Stakeholder identification and analysis	<input type="checkbox"/>	<input type="checkbox"/>
2	Active involvement in community networks	<input type="checkbox"/>	<input type="checkbox"/>
3	Use of local/national statistics	<input type="checkbox"/>	<input type="checkbox"/>
4	Community profile	<input type="checkbox"/>	<input type="checkbox"/>
5	Other documents or arrangements (please specify)	<input type="checkbox"/>	<input type="checkbox"/>

a) Comments about achievements:

(summary of a museum's achievements towards meeting or exceeding standard)

b) Suggestions for further development

(suggestions of actions for you to consider in order to meet or exceed the standard)

Review feedback (*X indicates reviewers' assessment of current practice*)

Above standard Standard met Standard almost met Standard not met

5.2 Museum Friends

Objective: The museum has a sound working relationship with its Friends and members.

Standard: The role of the Friends (or other museum membership body) is distinct and well-defined and that its complementary responsibilities are understood and appreciated by both its members and the museum governing body, staff and volunteers.

What is your museum's agreed relationship with your Friends or other museum membership organisation?

	Does your museum have one or more of the following that answers or supports the above query?	You have this	Copy is attached
1	Agreed working process	<input type="checkbox"/>	<input type="checkbox"/>
2	Statement of purpose	<input type="checkbox"/>	<input type="checkbox"/>
3	Statement identifying key staff member(s) responsible for liaison	<input type="checkbox"/>	<input type="checkbox"/>
4	Volunteer opportunities	<input type="checkbox"/>	<input type="checkbox"/>
5	Constitution and membership invitation for the museum's Friends or members' group	<input type="checkbox"/>	<input type="checkbox"/>
6	Code of Practice of World Friends of Museums	<input type="checkbox"/>	<input type="checkbox"/>
7	Other documents or arrangements (please specify)	<input type="checkbox"/>	<input type="checkbox"/>

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5.3 Relationships with Tangata Whenua, Iwi, Hapū and Whānau (see 1.15 and 1.16)

Objective: Iwi concepts and values are understood, contributing to the life and work of the museum.

Standard: The museum has established relationships with appropriate tangata whenua, iwi, hapū and whānau groups and individuals and carries out regular, structured communication that encourages involvement in, and enjoyment of, its work and activities.

How does your museum build and maintain its relationships with tangata whenua and other iwi, hapū and whānau?

	Does your museum have one or more of the following that answers or supports the above query?	You have this	Copy is attached
1	Formal relationship with tangata whenua and iwi representatives	<input type="checkbox"/>	<input type="checkbox"/>
2	Māori advisory group	<input type="checkbox"/>	<input type="checkbox"/>
3	Bicultural policies	<input type="checkbox"/>	<input type="checkbox"/>
4	Iwi mentoring programme to work alongside museum staff	<input type="checkbox"/>	<input type="checkbox"/>
5	Bicultural strategy	<input type="checkbox"/>	<input type="checkbox"/>
6	Māori language policy	<input type="checkbox"/>	<input type="checkbox"/>
7	Specific policy for recruiting tangata whenua and other iwi staff and volunteers	<input type="checkbox"/>	<input type="checkbox"/>
8	Kaumātua participation integral to all functions and events	<input type="checkbox"/>	<input type="checkbox"/>
9	Induction and training of non-Māori staff and volunteers	<input type="checkbox"/>	<input type="checkbox"/>
10	Other documents or arrangements (please specify)	<input type="checkbox"/>	<input type="checkbox"/>

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5.4 Practical Support (see 1.2 and 5.5)

Objective: The museum prepares its approaches to potential funders and suppliers in an effective manner, consistent with its overall goals and plans.

Standard: The museum takes a planned approach to seeking funding and support in kind.

How does your museum meet its fund-raising goals and gain other support such as academic advice, materials, equipment, lobbying?

	Does your museum have one or more of the following that answers or supports the above query?	You have this	Copy is attached
1	Fund-raising strategy	<input type="checkbox"/>	<input type="checkbox"/>
2	Networking at all levels	<input type="checkbox"/>	<input type="checkbox"/>
3	Policy for managing key relationships	<input type="checkbox"/>	<input type="checkbox"/>
4	Dedicated staff (eg. development manager or volunteer co-ordinator)	<input type="checkbox"/>	<input type="checkbox"/>
5	Other documents or arrangements (please specify)	<input type="checkbox"/>	<input type="checkbox"/>

Do not re-supply documents that are already included in another section

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5.5 Acknowledging Support (see 1.17 and 5.4)

Objective: The museum has a positive long-term relationship with its financial donors, funders and sponsors, and encourages their input into the museum’s activities.

Standard: The museum acknowledges external support privately and/or publicly, and develops and maintains on-going relationships with financial and ‘in kind’ supporters.

How does your museum show its appreciation to financial donors, funders and sponsors?

	Does your museum have one or more of the following that answers or supports the above query?	You have this	Copy is attached
1	Sample sponsorship agreement	<input type="checkbox"/>	<input type="checkbox"/>
2	Donor acknowledgment certificate or letter	<input type="checkbox"/>	<input type="checkbox"/>
3	Programme of events for these supporters	<input type="checkbox"/>	<input type="checkbox"/>
4	Public acknowledgment of sponsors/donors	<input type="checkbox"/>	<input type="checkbox"/>
5	Other documents or arrangements (please specify)	<input type="checkbox"/>	<input type="checkbox"/>

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5.6 Building Networks of Support (see 1.14, 4.5, 4.6, 4.10, 4.11 and 4.12)

Objective: The museum recognises that current supporters' interests may shift and new sectors of the population can become interested in museum collections and taonga and activities.

Standard: The museum monitors trends within its local community and within the wider realms of leisure, culture, tourism, education and business.

How does your museum build on current networks and establish new communities of support?

	Does your museum have one or more of the following that answers or supports the above query?	You have this	Copy is attached
1	Regular (annual) monitoring of local and national visitor demographic trends	<input type="checkbox"/>	<input type="checkbox"/>
2	On-going visitor research	<input type="checkbox"/>	<input type="checkbox"/>
3	Programmes for targeted open days	<input type="checkbox"/>	<input type="checkbox"/>
4	Active feedback from current networks, including tangata whenua	<input type="checkbox"/>	<input type="checkbox"/>
5	Other documents or arrangements (please specify)	<input type="checkbox"/>	<input type="checkbox"/>

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5.7 Contributing to the Community

Objective: The museum participates fully in the life of its community and demonstrates that relationships with groups are important.

Standard: The museum plays an active role in its own community, reciprocating goodwill, expertise and energy with other interest groups in the immediate area.

How does your museum contribute to tangata whenua groups and other organisations within your community?

	Does your museum have one or more of the following that answers or supports the above query?	You have this	Copy is attached
1	List of organisations in which museum staff and volunteers play an active role (eg. marae and tangata whenua organisations, Rotary Club, Friends of the Hospice, Royal Forest and Bird Society, New Zealand Historic Places Trust, local history or art societies, board of local school or polytechnic)	<input type="checkbox"/>	<input type="checkbox"/>
2	Committee membership of professional organisations	<input type="checkbox"/>	<input type="checkbox"/>
3	Regular contact with, and participation in, community and marae activities and cultural events	<input type="checkbox"/>	<input type="checkbox"/>
4	Facilities offered	<input type="checkbox"/>	<input type="checkbox"/>
5	Other documents or arrangements (please specify)	<input type="checkbox"/>	<input type="checkbox"/>

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5.8 Relationship with Cultural Heritage Sector

Objective: The museum contributes to the development of museum practice both regionally and nationally.

Standard: The museum engages actively with the wider museum and heritage community.

How does your museum work with the wider museum and heritage community?

	Does your museum have one or more of the following that answers or supports the above query?	You have this	Copy is attached
1	Active membership of professional museum organisations and regional networks	<input type="checkbox"/>	<input type="checkbox"/>
2	Participation in conferences and training development	<input type="checkbox"/>	<input type="checkbox"/>
3	Sharing experiences through museum publications and meetings	<input type="checkbox"/>	<input type="checkbox"/>
4	Joint marketing initiatives and/or exhibitions	<input type="checkbox"/>	<input type="checkbox"/>
5	Collections and taonga sharing	<input type="checkbox"/>	<input type="checkbox"/>
6	On-going contact with local marae	<input type="checkbox"/>	<input type="checkbox"/>
7	Support of exhibitions and cultural events held at local marae	<input type="checkbox"/>	<input type="checkbox"/>
8	Links to Māori arts, culture and heritage groups and tangata whenua kaitiakitanga groups	<input type="checkbox"/>	<input type="checkbox"/>
9	Other documents or arrangements (please specify)	<input type="checkbox"/>	<input type="checkbox"/>

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