Contents

The fullness with which you answer a question will vary according to the museum’s circumstances. Focus always on how your particularmuseum 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.

# Module 5 Relationships with Communities

Kowae 5 Te Mahi Tahi me ngä Huihuinga Tangata

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Module 5: Relationships with Communities

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.

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Module 5: Relationships with Communities02

Objective: The museum thrives on the support of Friends, voluntary workers, local authorities, tangata whenua, other iwi and hapü, 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.

# 5.1 Communities of Support (see 1.17)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| 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 | | | |  |  |
| 2 | Active involvement in community networks | | | |  |  |
| 3 | Use of local/national statistics | | | |  |  |
| 4 | Community profile | | | |  |  |
| 5 | Other documents or arrangements (please specify) | | | |  |  |
|  | | | | | | |
| a) Comments about achievements:   (summary of a museum’s achievements towards meeting or exceeding standard) | | | | | | |
| Double click here | | | | | | |
| b) Suggestions for further development:  (suggestions of actions for you to consider in order to meet or exceed the standard) | | | | | | |
| Double click here | | | | | | |
|  | | | | | | |
| Review feedback(X indicates reviewers’ assessment of current practice) | | | | | | |
| Above standard | | Standard met | Standard almost met | Standard not met | | |



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.

# 5.2 Museum Friends

Module 5: Relationships with Communities03

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| 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 | | | |  |  |
| 2 | Statement of purpose | | | |  |  |
| 3 | Statement identifying key staff member(s) responsible for liaison | | | |  |  |
| 4 | Volunteer opportunities | | | |  |  |
| 5 | Constitution and membership invitation for the museum’s Friends or members’ group | | | |  |  |
| 6 | Code of Practice of World Friends of Museums | | | |  |  |
| 7 | Other documents or arrangements (please specify) | | | |  |  |
|  | | | | | | |
| a) Comments about achievements:   (summary of a museum’s achievements towards meeting or exceeding standard) | | | | | | |
| Double click here | | | | | | |
| b) Suggestions for further development:  (suggestions of actions for you to consider in order to meet or exceed the standard) | | | | | | |
| Double click here | | | | | | |
|  | | | | | | |
| Review feedback(X indicates reviewers’ assessment of current practice) | | | | | | |
| Above standard | | Standard met | Standard almost met | Standard not met | | |



# 5.3 Relationships with Tangata Whenua, Iwi, Hapü and Whänau (see 1.15 and 1.16)

Module 5: Relationships with Communities04

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, hapü and whänau 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, hapü and whänau? | | | | | | |
|  | 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 | | | |  |  |
| 2 | Mäori advisory group | | | |  |  |
| 3 | Bicultural policies | | | |  |  |
| 4 | Iwi mentoring programme to work alongside museum staff | | | |  |  |
| 5 | Bicultural strategy | | | |  |  |
| 6 | Mäori language policy | | | |  |  |
| 7 | Specific policy for recruiting tangata whenua and other iwi staff and volunteers | | | |  |  |
| 8 | Kaumätua participation integral to all functions and events | | | |  |  |
| 9 | Induction and training of non-Mäori staff and volunteers | | | |  |  |
| 10 | Other documents or arrangements (please specify) | | | |  |  |
|  | | | | | | |
| a) Comments about achievements:   (summary of a museum’s achievements towards meeting or exceeding standard) | | | | | | |
| Double click here | | | | | | |
| b) Suggestions for further development:  (suggestions of actions for you to consider in order to meet or exceed the standard) | | | | | | |
| Double click here | | | | | | |
|  | | | | | | |
| Review feedback(X indicates reviewers’ assessment of current practice) | | | | | | |
| Above standard | | Standard met | Standard almost met | Standard not met | | |



# 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 | | | |  |  |
| 2 | Networking at all levels | | | |  |  |
| 3 | Policy for managing key relationships | | | |  |  |
| 4 | Dedicated staff (eg. development manager or volunteer co-ordinator) | | | |  |  |
| 5 | Other documents or arrangements (please specify) | | | |  |  |
|  | | | | | | |
| Do not re-supply documents that are already included in another section | | | | | | |
|  | | | | | | |
| a) Comments about achievements:   (summary of a museum’s achievements towards meeting or exceeding standard) | | | | | | |
| Double click here | | | | | | |
| b) Suggestions for further development:  (suggestions of actions for you to consider in order to meet or exceed the standard) | | | | | | |
| Double click here | | | | | | |
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| Review feedback(X indicates reviewers’ assessment of current practice) | | | | | | |
| Above standard | | Standard met | Standard almost met | Standard not met | | |



Module 5: Relationships with Communities05

# 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 | | | |  |  |
| 2 | Donor acknowledgment certificate or letter | | | |  |  |
| 3 | Programme of events for these supporters | | | |  |  |
| 4 | Public acknowledgment of sponsors/donors | | | |  |  |
| 5 | Use of other research information | | | |  |  |
|  | | | | | | |
| a) Comments about achievements:   (summary of a museum’s achievements towards meeting or exceeding standard) | | | | | | |
| Double click here | | | | | | |
| b) Suggestions for further development:  (suggestions of actions for you to consider in order to meet or exceed the standard) | | | | | | |
| Double click here | | | | | | |
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| Review feedback(X indicates reviewers’ assessment of current practice) | | | | | | |
| Above standard | | Standard met | Standard almost met | Standard not met | | |



Module 5: Relationships with Communities06

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.

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

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| 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 | | | |  |  |
| 2 | On-going visitor research | | | |  |  |
| 3 | Programmes for targeted open days | | | |  |  |
| 4 | Active feedback from current networks, including tangata whenua | | | |  |  |
| 5 | Other documents or arrangements (please specify) | | | |  |  |
|  | | | | | | |
| a) Comments about achievements:   (summary of a museum’s achievements towards meeting or exceeding standard) | | | | | | |
| Double click here | | | | | | |
| b) Suggestions for further development:  (suggestions of actions for you to consider in order to meet or exceed the standard) | | | | | | |
| Double click here | | | | | | |
|  | | | | | | |
| Review feedback(X indicates reviewers’ assessment of current practice) | | | | | | |
| Above standard | | Standard met | Standard almost met | Standard not met | | |



Module 5: Relationships with Communities07

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.

# 5.7 Contributing to the Community

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| 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) | | | |  |  |
| 2 | Committee membership of professional organisations | | | |  |  |
| 3 | Regular contact with, and participation in, community and marae activities and cultural events | | | |  |  |
| 4 | Facilities offered | | | |  |  |
| 5 | Other documents or arrangements (please specify) | | | |  |  |
|  | | | | | | |
| a) Comments about achievements:   (summary of a museum’s achievements towards meeting or exceeding standard) | | | | | | |
| Double click here | | | | | | |
| b) Suggestions for further development:  (suggestions of actions for you to consider in order to meet or exceed the standard) | | | | | | |
| Double click here | | | | | | |
|  | | | | | | |
| Review feedback(X indicates reviewers’ assessment of current practice) | | | | | | |
| Above standard | | Standard met | Standard almost met | Standard not met | | |



Module 5: Relationships with Communities08

Module 5: Relationships with Communities09

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

# 5.8 Relationship with Cultural Heritage Sector

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| 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 | | | |  |  |
| 2 | Participation in conferences and training development | | | |  |  |
| 3 | Sharing experiences through museum publications and meetings | | | |  |  |
| 4 | Joint marketing initiatives and/or exhibitions | | | |  |  |
| 5 | Collections and taonga sharing | | | |  |  |
| 6 | On-going contact with local marae | | | |  |  |
| 7 | Support of exhibitions and cultural events held at local marae | | | |  |  |
| 8 | Links to Mäori arts, culture and heritage groups and tangata whenua kaitiakitanga groups | | | |  |  |
| 9 | Other documents or arrangements (please specify) | | | |  |  |
|  | | | | | | |
| a) Comments about achievements:   (summary of a museum’s achievements towards meeting or exceeding standard) | | | | | | |
| Double click here | | | | | | |
| b) Suggestions for further development:  (suggestions of actions for you to consider in order to meet or exceed the standard) | | | | | | |
| Double click here | | | | | | |
|  | | | | | | |
| Review feedback(X indicates reviewers’ assessment of current practice) | | | | | | |
| Above standard | | Standard met | Standard almost met | Standard not met | | |