

## INFORMATION FOR MEMBERS

25 October 2018

A Special General Meeting of the association will be held in Canberra on 26 November 2018. Members will consider and vote on a resolution to change the name of the association. Members can vote in person at the meeting, or forward their proxy. Advice on the procedures is being provided to all members, along with the formal resolution.

### Background

The resolution to change the formal name of the association from Museums Australia to the Australian Museums and Galleries Association is one action that comes at the end of an 18-month review process carried out by the national council. Extensive research and consultation through and by state/territory branches, national networks, and the national office has included an online members survey, communication through e-news bulletins and magazines, a members' forum and face-to-face discussions. A report on the review was made publicly available in June this year and is available on our website at <https://www.museumsaustralia.org.au/news/mga-strategic-review-20172018-report>

- ❖ **The national council is united in presenting this resolution to the membership.**
- ❖ **It responds to the need for clearly stating who we are and who we represent.**
- ❖ **It avoids confusion with some other organisations.**
- ❖ **It celebrates the commitment and shared purpose of our members who join an association.**
- ❖ **It will enable us to have a coherent identity across the country.**
- ❖ **It will mark the 25th anniversary of the act of faith that led the various museum and gallery associations to combine in 1994.**

### FAQ

**1. *Why do we include “galleries” in the name when ICOM’s international definition includes art museums?***

Answer: Most people and organisations in Australia, do not take the word ‘museum’ to represent galleries. In order that all our members feel included in the association and so that we are more readily understood to represent all types of museums, council has decided to formally include the word “galleries” in our name. ICOM Australia wrote to the council following their Board meeting on 3 November 2017:

It was unanimously agreed at our meeting that the inclusion of the word ‘Gallery was desirable, expedient and necessary, if Gallery members and potential gallery members are to feel truly included. References to the fact that MA was always supposed to encompass galleries are not helpful because a lot of people do not understand this. There is a problem with brand definition and as we always say, the brand is not what we think it is, it is what the consumer thinks it is!

It is noted that internationally, and certainly in relation to ICOM, ‘Museum’ is generally accepted as a term that encompasses the art galleries. This is not the case in Australia.

**2. I thought we were currently called Museums Galleries Australia?**

Answer: Our constitutional name is Museums Australia Inc. In 2016 the former national council decided to adopt a business name of Museums Galleries Australia as a gesture of inclusion. This had mixed reactions – many welcomed the change, however, the decision was also seen as hasty and lacking in consultation with all members and allied organisations. A foreshadowed motion to change the name at the 2017 AGM was withdrawn and the new council committed to a strategic review and a comprehensive program of consultation. This has led to the current, well-grounded resolution.

**3. If the resolution is passed, when will we see a difference?**

Answer: if we're talking branding and logo, then a redesign will be rolled out early in 2019, with guidelines and templates for all branches and networks to use. This will be exciting!

If we're talking about the work of the association, then the wonderful range of activities and projects delivered by national office and all branches and networks will continue to be delivered and indeed grow.

If we're talking about impact and advocacy, this new inclusive and clear name and identity will enable the museums and galleries sector to have a much stronger voice, across the nation.

*Corporate Strategic Plan: vision & mission adopted by National Council 3 June 2018*

**Vision:**

Inspiring Australia's cultural life through a thriving and valued museum and gallery sector

**Mission:**

Support, promote and advocate for our members to strengthen Australia's museum and gallery sector

**What We Do:**

As a national membership association we provide advice, representation, support and services to enable organisations and individuals to thrive; and as a peak body we advocate on behalf of the sector to communicate the value of museums and galleries, raise professional standards, inform policy, and promote ethical practice.



Dr Robin Hirst PSM  
National President