

## 國際博物館管理委員會(INTERCOM)2010-2013 年理事名單

姓名	委員會職稱/工作職稱及單位/城市及國家
Greg McManus	(President)Director Rotorua Museum and Art Gallery Rotorua, NEW ZEALAND
Françoise McClafferty	(Secretary - Treasurer and Website) International Research and Information Officer National Museums Liverpool UK
Sharon Granville	Executive Director - Museum of Liverpool Project National Museums Liverpool UK
Lynda Kelly	Head of Audience Research Australian Museum Sydney, AUSTRALIA
Ying Ying Lai	Associate Professor Graduate School of Art - Culture Policy and Management National Taiwan University of Arts TAIWAN
Rosario Ramos Salas	Director Museo ArocenaTorreón, Coahuila MEXICO
Maisy Stapleton	Sydney AUSTRALIA
Christian Walzl	KulturAgenda Netzwerk für Beratung von Kultureinrichtungen Preferred Partner LORD Cultural Resources AUSTRIA
Ole Winther	Head of Museums Heritage Agency Denmark Copenhagen, DENMARK
Nicoleta Zagura	President Arts and Craft Industry Bucuresti, ROMANIA

資料來源：中華民國博物館學會



## REGISTRATION FEES

\$390	Early bird (before 16 September)
\$450	Full rate (after 16 September)
\$245	Student/concession
	Note: Includes all conference meals, one breakfast; one dinner; one reception
\$170	Day rate

## TICKETED SEPARATELY

\$150	Conference dinner at Powerhouse Museum
\$105	Masterclass
\$50	Day Tour: A behind-the-scenes insight into some of Sydney's quirky and largely unknown museums.

REGISTER AT  
<http://museum3.cart.net.au/>

More information about registration  
[admin@museum3.org](mailto:admin@museum3.org)  
613 8456 6202

More information about the conference  
[intercom2012@autmus.gov.au](mailto:intercom2012@autmus.gov.au)



Museums have always operated in times of change, yet the challenges and pace of change over the last five years has been unprecedented. Globalisation, environmental issues and climate change, relationships with Indigenous and creator communities, diversity of audiences, different employee mindsets, new skill sets, new media and technologies and the global financial crisis, have placed increasing pressure on the ways museums are managed and led.

The conference will address these issues using a mix of conference/meeting formats designed to encourage conversation, learning, intellectual stimulation and exchange of ideas.

**Conference Venues**  
26 Nov Sydney University  
27 Nov Sydney University  
28 Nov Australian Museum, 6 College St Sydney  
29 Nov Australian Museum

**INTERCOM**  
2012  
SYDNEY AUSTRALIA



26-29 NOVEMBER  
**2012**

MUSEUM<sup>3</sup>



The Getty Foundation



powerhouse museum  
science + design

**INTERCOM**  
2012  
SYDNEY AUSTRALIA



THE UNIVERSITY OF  
SYDNEY





## SCHEDULE

25 Nov	Pre-registration
26-28 Nov	Conference dates
26 Nov	Reception
27 Nov	Dinner
28 Nov	Breakfast with Alexander the Great
28 Nov	Stephen Weil Memorial Lecture and Conference Dinner
29 Nov	Masterclasses
30 Nov	Day Tour



## PROGRAM

### 26 NOVEMBER

#### 21ST CENTURY SKILLS

9.00-10.00 Opening speeches  
10.00 - 11.00 **Keynote** - Marsha Semmell, IMLS  
morning tea  
11.30 - 1.30 **Museum Practices Panel Forum**  
David Fleming, Andrew Sayers, Aaron Seeto,  
Stevell Pozel, + 2 others  
lunch

#### 2.30 - 4.30 Paper Sessions

Museum Challenges - Kimmo Levä, Wayne LaBar,  
Vicky Northey, Ken Gorbey  
New Skills - Helena Robinson, Yin Cheng Jin,  
George Jacob, Mariann Ralsma  
New Practices - Camilo Sanchez, Emily Loughnan  
Bernhard Weidemann  
6.00 Welcome Reception - Government House



## PROGRAM

### 27 NOVEMBER

#### 21ST CENTURY MUSEUMS IN THE PACIFIC RIM

9.30 Welcome  
9.45-11.00 **Keynote** - (TBC)  
morning tea  
11.30 - 1.00 **Future Skills Panel Forum**  
Michael Coe, Shayne Williams, Greg McManus + 2 others  
lunch  
2.00 - 4.00 **Paper Sessions**  
• **Human Rights** - Adele Chynoweth, Jasmine Tunstall  
Rosemary Listing, Avril Alba  
• **Museums & Community** - Tarisi Vunidilo  
Erlinda Montillo-Burton, Dion Pieta  
• **Disaster Management** - Ying-Ying Lai  
Robin Hirst, Ochi Yujiro (Mr.)  
4.00 **Keynote** - David Fleming  
4.45 Wrap up  
6.00 Barefoot Bowling Dinner

### 28 NOVEMBER

#### LEADERSHIP

9.00 Breakfast with Alexander the Great  
10.00 - 12.30 **The Digital Museum Panel Forum** (max  
150 people)  
10.00-12.30 **Managing the Future Paper Sessions/**  
**Case Studies from the Field**  
lunch  
1.30 - 3.00 **Unconference 1 & 2**  
5.00 Stephen Weil Memorial Lecture - Frank Howarth  
7.00 Conference Dinner - Powerhouse Museum

### 29 NOVEMBER

#### MASTERCLASS #1 (Full Day)

Developing your Digital Strategy  
Jasper Visser (Museum of the Future)

#### MASTERCLASS #2 (Half Day - am or pm)

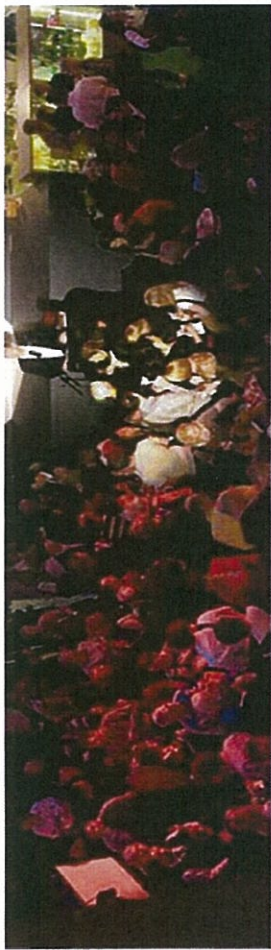
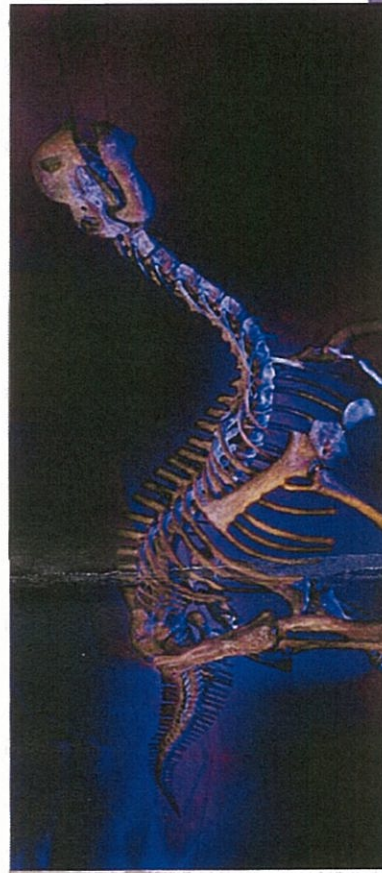
Museum Management: Theory & Practice  
Michael Harvey, Australian Museum

#### MASTERCLASS #3 (Half Day - am or pm)

Audience Research  
Dr. Lynda Kelly, Australian Museum

#### MASTERCLASS #4 (Full Day)

Assessing Significance  
Veronica Bullock & Roslyn Russell  
(Significance International)





The logo for INTERCOM 2012 Sydney Australia. It features a stylized, jagged line above the word "INTERCOM" in a large, bold, sans-serif font. Below "INTERCOM" are the years "2012" and the location "SYDNEY AUSTRALIA" in a smaller, all-caps, sans-serif font.

# INTERCOM

2012 SYDNEY AUSTRALIA

## #museumchallenges

Museums have always needed to operate in times of great change, yet the challenges and pace of change in the previous five years has been unprecedented. Globalisation, environmental issues, climate change, relationships with Indigenous and creator communities, diversity of audiences, different employee mindsets, new skill sets, the global financial crisis, technology have all placed increasing pressure on the ways museums are managed and led.

The INTERCOM 2012 conference with the theme **#museumchallenges**, will address these issues via a mix of conference/meeting formats and workshops designed to encourage conversation, learning, intellectual stimulation and exchange of ideas.

INTERCOM 2012 is being held at the Australian Museum, Sydney from Monday 26 to Wednesday 28 November, with Masterclasses on Thursday 29 November.

**#museumchallenges** brings together over 50 speakers from over 25 countries, to share and explore best practices in museums and the future of museums in the 21<sup>st</sup> century.

**We warmly welcome you to INTERCOM 2012!**

**#museumchallenges** is proudly supported by:



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## CONFERENCE PROGRAM

### DAY 1: 21<sup>st</sup> CENTURY SKILLS Monday 26 November

**9:00-9:15 WELCOME TO COUNTRY**

Aunty Millie Ingram, representing the Wyanga Elders of Redfern

NIGHT PARROT

**9:15-9:30 OPENING**

**Welcome to Conference** Greg McManus, President of INTERCOM, Chief Executive of Waitangi National Trust

**Welcome to the Australian Museum** Frank Howarth, PSM, Director, Australian Museum

**Conference notices** Dr Lynda Kelly, Australian Museum, INTERCOM Board Member

NIGHT PARROT

**9:30-10:30 KEYNOTE SPEECH**

**Museums and the New Culture of Learning: Opportunities, and Obligations, for Transforming Practice**

Marsha Semmell, Director of Strategic Partnerships, Institute of Museum and Library Services, USA

**Chair:** Maisy Stapleton, Museum Consultant, Sydney

NIGHT PARROT

**10:30-11:00 MORNING TEA**

NIGHT PARROT

**11:00-1:00 PANEL/FORUM**

**Shared participation in the 21st century museum**

- **Alec Coles**, OBE, Director, Western Australian Museum
- **Dr David Fleming**, OBE, CEO, National Museums of Liverpool
- **Lisa Havilah**, Director, Carriageworks
- **Steve Pozel**, Director, Object Australian Design Centre
- **Andrew Sayers**, AM, Director, National Museum of Australia
- **Aaron Seeto**, Director, 4A Centre for Contemporary Asian Art

**Chair:** Maisy Stapleton, Museum Consultant, Sydney

NIGHT PARROT

**1:00-2:00 LUNCH**

NIGHT PARROT

## DAY 1: 21<sup>st</sup> CENTURY SKILLS Monday 26 November (continued)

2:00-4:00	<b>Paper Session 1: New Business</b> <b>HALSTROM THEATRE</b>	<b>Paper Session 2: New Skills</b> <b>NIGHT PARROT</b>	<b>Paper Session 3: New Practices</b> <b>LEVEL 4 R&amp;C Building</b>
	<b>Chair: Dr Jennifer Barrett,</b> The University of Sydney	<b>Chair: Dr Robin Hirst,</b> Director Collections Research and Exhibitions, Museum Victoria	<b>Chair: Greg McManus,</b> President of INTERCOM, Chief Executive of Waitangi National Trust
	Kimmo Levä, Secretary General, Suomen museoliitto - The Finnish Museums Association <i>Which business should museums be in?</i>	Helena Robinson, PhD Student, University of Sydney <i>Converging museums with libraries, archives and galleries: a case for the development of cross-disciplinary expertise?</i>	Camilo Sanchez, Museum of Independence, Bogota, Colombia <i>The Big Gap</i>
	Vicki Northey, Assistant Director Audience Outreach and Exhibitions, Australian National Maritime Museum, Sydney <i>How can I be cool and memorable? Museum working spaces that seat audiences in the middle</i>	George Jacob, Canadian Museum for Human Rights, Canada <i>Overcoming Illiteracy: Inventive Collaboration</i>	Emily Loughnan, Click Suite, New Zealand <i>A grand Wharenuī</i>
	Ken Gorbey, Museum Consultant, Wellington, NZ <i>Challenges for museum leadership in an earthquake prone country organising to extract itself from deep financial schtuck</i>	Mariann Raisma, Director of University of Tartu History Museum, Estonia <i>Museum challenges after the museum revolution or How to develop new skills for the new museum?</i>	Yin Cheng Jin, Museum Consultant, China <i>Are donations cost free?</i>
4:00	<b>Wrap Up Day 1 and Notices for Day 2</b>		
	Dr Lynda Kelly, Australian Museum, INTERCOM Board Member		
	<b>NIGHT PARROT</b>		
6:30	<b>WELCOME RECEPTION</b>		
	<b>GOVERNMENT HOUSE, ROYAL BOTANICAL GARDENS, SYDNEY</b>		
	Delegates will have a guided walk to the venue		

## DAY 2: MUSEUMS IN THE ASIA-PACIFIC RIM Tuesday 27 November

**9:00-9:30**      **Welcome to Day 2 and Notices**

Lynda Kelly, Australian Museum, INTERCOM Board Member

NIGHT PARROT

**9:30-10:30**      **KEYNOTE SPEECH**

**Museums Engaging with Pacific Communities**

Leo Tenoi, Creative Producer Pacific Programs, Casula Powerhouse Art Centre, Sydney

**Chair:** Frank Howarth, PSM, Director, Australian Museum Sydney

NIGHT PARROT

**10:30-11:00**      **MORNING TEA**

NIGHT PARROT

**11:00-1:00**      **PANEL/FORUM**

**#museumchallenges in the Asia Pacific Rim**

- ***Pacific Museums in the new Millenium: Issues and Opportunities*** Tarisi Vunidillo, Secretary-General for the Pacific Islands Museums Association (PIMA)
- ***Accord and Discord: The Treaty of Waitangi before the New Zealand Public*** Ken Gorbey, Museum Consultant, Wellington, NZ
- ***Views from Asia*** Michael Koh, National Heritage Board, Singapore
- ***Cross-cultural Museum Studies Discourse*** Dr Jennifer Barrett, The University of Sydney
- ***Cultural collections and Museum Victoria*** Dr Robin Hirst, Museum Victoria
- ***Indigenous issues in museums*** Steve Miller, Museums & Galleries NSW

**Chair:** Frank Howarth, PSM, Director, Australian Museum Sydney

NIGHT PARROT

**1:00-2:00**      **LUNCH**

NIGHT PARROT



## DAY 2: MUSEUMS IN THE ASIA-PACIFIC RIM Tuesday 27 November (continued)

2:00-4:00	<b>Paper Session 3: Museums and Natural Disasters</b> <b>HALSTROM THEATRE</b>	<b>Paper Session 1: Human Rights</b> <b>NIGHT PARROT</b>	<b>Paper Session 2: Museums and Community</b> <b>LEVEL 4 R&amp;C Building</b>
	<b>Chair: Greg McManus</b> , President of INTERCOM, Chief Executive of Waitangi National Trust	<b>Chair: Dr Jennifer Barrett</b> , the University of Sydney	<b>Chair: Maisy Stapleton</b> , Museum Consultant
	Lai Ying-Ying, Professor and Director, Graduate School of Arts Management and Cultural Policy, National Taiwan University of Arts, Taiwan <i>Waiting for Godot? Museums' Actions after Natural Disasters</i>	Adele Chynoweth <i>'Let our histories be visible': Human rights museology and the challenge of Australian consensus history</i>	Tarisi Vunidilo, Secretary-General for the Pacific islands Museums Association (PIMA), Vanuatu <i>Pacific Museums And Sea-Level Rise: Proactive programs for Local Pacific Communities</i>
	Ochi Yujiro (Mr.), Director of Hiroshima prefectural Museum <i>Countermeasures of Japanese Museum after Tohoku Big Earthquake and Tsunami aiming at tough Museum for various disaster and building up in closer connection with the disaster-stricken museum for saving works and materials</i>	Jasmine Tunstall, Education Program Leader of Social History and Art (Pouako Tikanga a Iwi me ngaa Mahi Toi), Waikato Museum (Whare Taonga O Waikato), Hamilton, New Zealand <i>The Waikato Museum and Human Rights: investigating the role of the Waikato Museum museums as a partner in a national attempt to educate and approach issues of human rights.</i>	Dion Pieta, Collections Coordinator, Anthropology Research, Australian Museum <i>Challenging what it is to be a 'warrior'</i>
	Dr Robin Hirst, Director Collections Research and Exhibitions, Museum Victoria <i>A Leadership Challenge: Museums and National Disasters</i>	Rosemary Listing, former law student and potential PhD candidate, University of Technology Sydney, Australia <i>The Sunny Southland: Legal Risk in Museum Employment</i>	Moira Fortin, Museum Administrator, Museo Antropológico Padre Sebastián Englert, Easter Island, Chile <i>What leadership and skills are required to pilot museums in the Pacific Rim into the future?</i>
		Avril Alba and Jennifer Barrett, The University of Sydney, Australia <i>Retaining our Relevance? Reimagining the Sydney Jewish Museum</i>	Dr Kirsten Davies, Macquarie University, Australia <i>From the Mouths of Babes, children's views on global climate change</i>

**4:00-5:00**      **KEYNOTE SPEECH**  
**The Political Museum**  
 Dr David Fleming, OBE, CEO, National Museums of Liverpool  
**Chair: Dr Jennifer Barrett**, the University of Sydney

**NIGHT PARROT**

**6:00**      **MUSEUM RECEPTION**

**NICHOLSON MUSEUM, SYDNEY UNIVERSITY (Buses depart College Street 5.15pm)**

**DAY 3: 21<sup>st</sup> CENTURY LEADERSHIP Wednesday 28 November**

**9:00-10:00 BREAKFAST ALEXANDER THE GREAT: 2000 YEARS OF TREASURES EXHIBITION**

NOTE: Breakfast commences 9:00am; Exhibition viewing 9:20-10:00am ONLY

AUSTRALIAN MUSEUM ATRIUM, LEVEL G

**10:00-12:00 PANEL**

**The Digital Museum**

***#blog #tweet #museums: Social media and museum discourse***

Suse Cairns, PhD candidate, University of Newcastle, Australia

***The connected museum in the age of social media***

Dr Lynda Kelly, Manager Online, Editing and Audience Research, Australian Museum, Sydney

***How to up your digital game? Lessons to improve the new media and technology strategy of your museum***

Jasper Visser, CEO, *Inspired by Coffee* Digital Consultancy, Netherlands

***Technology, mobile and museums***

Jamie Conyngham, CEO, Tapit, Australia

**Chair:** Associate Professor Angelina Russo, RMIT

NIGHT PARROT

**12:00-1:00 LUNCH**

NIGHT PARROT

### DAY 3: 21<sup>st</sup> CENTURY LEADERSHIP Wednesday 28 November (continued)

1:00-3.30	Case Studies #2	UNCONFERENCE (TBC)	Case Studies #1
	HALSTROM THEATRE	NIGHT PARROT	LEVEL 4 R&C Building
	<p><b>Chair: Greg McManus,</b> President of INTERCOM, Chief Executive of Waitangi National Trust</p> <p>Belinda McMartin/David Wells, The Bradman Museum, Bowral <i>The Bradman Museum &amp; International Cricket Hall of Fame</i></p> <p>Renata Motta, State System of Museums in Sao Paulo (SISEM-SP), Brazil <i>Museums in change: the legal framework and the new perspectives for the management of Brazilian museums</i></p> <p>Manvi Seth, Assistant Professor and Head of Museology, National Museum Institute, New Delhi, India <i>Indian Museums – Challenges and Prospects</i></p> <p>Erlinda Montillo-Burton, Curator Museo de Oro, Xavier University, Cagayan de Oro City, Philippines <i>Linking Museums to Indigenous Communities: New Challenges in Cultural Collaboration</i></p> <p>Gilson Antonio Nunes, Professor of Museology and Coordinator of the Museum of Science and Technology, Brazil <i>Management museums through community councils in Brazil</i></p> <p>Ajeng Ayu Arainikasih, Department of Archaeology, University of Indonesia <i>Exhibiting Papua within the National Museum of Indonesia</i></p>	<p><b>Coordinators: Suse Cairns and Jasper Visser</b></p> <p><b><i>Based around themes of conference, delegates will identify and discuss future museum challenges and practices</i></b></p>	<p><b>Chair: Dr Robin Hirst,</b> Director Collections Research and Exhibitions, Museum Victoria</p> <p>Sarah Edwards, PhD Candidate, working as artist at Museum Victoria, Australia <i>Call of the Wild: an art/science collaboration</i></p> <p>Virginia Fernanda González, Collections Manager, National History Museum of the Cabildo and May Revolution, Argentina <i>Conservation and Commissioning Wealth Building Value</i></p> <p>Abi Kusno, Program Manager, Directorate Cultural Heritage and Museum, Ministry of Education and Culture, Indonesia <i>The National Movement to Love Museums: A Case Study from Indonesia</i></p> <p>Dr Michail A. Bryzgalov, Director General, The Glinka National Museum Consortium of Musical Culture, Moscow, Russia <i>The Glinka State Museum of Musical Culture and The Association of Musical Museums: Challenges of re-structuring in the year of museum's centenary in 2012</i></p> <p>Phillipa Tocker, Executive Director, Museums Aotearoa, New Zealand <i>Museums: all things to all people?</i></p>



**DAY 3: 21<sup>st</sup> CENTURY LEADERSHIP Wednesday 28 November (continued)**

**3:30** Delegates make their own way to the Powerhouse Museum

**5:30-6:30** **STEPHEN WEIL MEMORIAL LECTURE**

**Do Indians Belong with Dinosaurs?**

Frank Howarth, PSM, Director, Australian Museum Sydney

**Chair:** Dr David Fleming, OBE, CEO, National Museums of Liverpool

POWERHOUSE MUSEUM, TARGET THEATRE

**6:30** **CONFERENCE DINNER**

POWERHOUSE MUSEUM TRANSPORT HALL

(PLEASE NOTE: THIS IS A SEPARATELY TICKETED EVENT)

**DAY 4: MASTERCLASSES Thursday 29 November**

**FULL DAY** **Masterclass 1: Developing Your Digital Strategy**

Jasper Visser, CEO, *Inspired by Coffee* Digital Consultancy, Netherlands

NIGHT PARROT

**HALF DAY** **Masterclass 2: Museum Management: Theory and Practice**

Michael Harvey, Head of Exhibitions, Web and Creative Services, Australian Museum

LEVEL 4 R&C Building

**HALF DAY** **Masterclass 3 Audience Research**

Dr Lynda Kelly, Manager Online, Editing and Audience Research, Australian Museum

LEVEL 4 R&C Building and various Australian Museum public spaces

**FULL DAY** **Masterclass 4: Assessing Significance**

Veronica Bullock and Roslyn Russell, Significance International

BOARDROOM, LEVEL G