

STATEMENT OF INTENT FOR 2020-21 THE AUSTRALIAN NATIONAL MARITIME MUSEUM

INTRODUCTION

This statement of intent provides the response of the Council of the Australian National Maritime Museum (ANMM) to the Minister's Statement of Expectations of 27 August 2020 in relation to the museum's role, relationship with government and strategic priorities.

AGENCY ROLE

The ANMM's purpose is increased knowledge, appreciation and enjoyment of Australia's maritime heritage by managing the National Maritime Collection and staging programs, exhibitions and events.

The functions of the museum are set out in section 6 of the *Australian National Maritime Museum Act 1990* (the Act), namely to:

- (a) exhibit, or to make available for exhibition by others, in Australia or elsewhere, material included in the national maritime collection or maritime historical material that is otherwise in the possession of the Museum;
- (b) co-operate with other institutions (whether public or private) in the exhibiting, or in the making available for exhibition, of such material;
- (c) develop, preserve and maintain the national maritime collection;
- (d) disseminate information relating to Australian maritime history and information relating to the Museum and its functions;
- (e) conduct, arrange for and assist research into matters relating to Australian maritime history; and
- (f) develop sponsorship, marketing and other commercial activities relating to the Museum's functions.

In essence, ANMM is responsible for leading the promotion and conservation of Australia's maritime heritage and culture. This is done through developing and sharing its collections, knowledge and expertise; motivating learning through research, educational programs and products; supporting community participation to retain Australia's maritime heritage; and exploring contemporary issues of public interest and maritime relevance.

The museum administers one program – management of maritime heritage.

ANMM's Corporate Plan for 2020-24 sets out the Museum's operating environment, how it will achieve its purpose, priorities, capability and risk oversight and management. The 2020-21 Operational Plan sets out the particulars of the program with a focus on the highest priority activities and projects under the Corporate Plan and it responds to the Minister's Statement of Expectations. During 2020-21 the ANMM will be focused on its operational and financial recovery from the ongoing impacts of COVID-19.

RELATIONSHIP WITH GOVERNMENT

ANMM is a corporate Commonwealth entity and an agency within the Arts Portfolio. The Minister for Communications, Cyber Safety and the Arts is responsible for the administration of the Act.

The ANMM Council is accountable for ensuring the proper and efficient performance of the functions of the museum and, subject to any direction from the Minister, determining the policy of the museum with respect to any matter. The Director of the museum manages the affairs of the museum subject to the directions of, and in accordance with policies determined by the Council.

Under section 14 of the Act, the Minister may, by notice in writing, give directions to the Council with respect to the performance of the functions, and exercise of powers of the museum. The Minister also has various specific powers under the Act.

ANMM is one of the National Cultural Institutions contributing to national arts and cultural outcomes. In support of this function, the museum contributes data on the agency's performance to national planning and reporting.

ANMM'S CONTRIBUTION TO GOVERNMENT STRATEGIC PRIORITIES IN 2020-21

1. PROVIDING NATIONAL LEADERSHIP AND FOSTERING COLLEGIALLY WITHIN THE MUSEUM SECTOR TO ASSIST WITH ITS RECOVERY FROM COVID-19

In 2020-21, ANMM will ensure the Museum contributes to national leadership and collegiality within the museum sector to assist recovery from COVID-19 including by:

- Continuing to engage with Council of Australasian Museum Directors (CAMD), Museums & Galleries of NSW and Kingston and Arthur's Vale Historic Area Advisory Committee (Norfolk Island)
- Leading the Australian Maritime Museums Council and Migration and Multicultural Museums Alliance
- Continuing to advocate for targeted investment in maritime heritage held by regional and community museums.
- Continuing to actively participate in sector conferences and seminars
- Collaborating with the Office for the Arts and National Collecting Institutions as part of the shared storage facilities scoping study, strategic asset management plan analysis and work, health and safety audit projects.

2. CONTRIBUTING TO ECONOMIC ACTIVITY AND RECOVERY, PARTICULARLY IN REGIONAL CENTRES, THROUGH TOURING AND OTHER OUTREACH ACTIVITIES

In 2020-21, ANMM will ensure the Museum contributes to economic activity and recovery, particularly in regional centres, through touring and other outreach activities including by:

- Delivering the touring exhibitions program including *Sea Monsters*, *James Cameron: Challenging the deep*, *Container*, *Michael Cook Undiscovered*, *East Coast Encounters II*, flat pack and poster exhibitions
- Delivering a diverse range of outreach activities, including in regional areas, during the final year of the Encounters 2020 program
- Delivering grants and in-kind support to regional museums under the Maritime Museums of Australia Project Support Scheme
- Developing proposals for enhanced investment in sharing the national maritime story with regional Australia

3. FOCUSING ON HOW THE MUSEUM'S ACTIVITIES CAN FURTHER ENCOURAGE SOCIAL COHESION AND FOSTER DIVERSITY AND INCLUSION

In 2020-21, ANMM will ensure the Museum further encourages social cohesion and fosters diversity and inclusion by:

- Delivering exhibitions, programs and publications including the *Sunday Stir*, *A Mile In My Shoes*, *We Are Many*, *From All The Lands*
- Repositioning the Welcome Wall as a national monument to migration
- Developing proposals for enhancement of the national migration story
- Leading the Migration and Multicultural Museums Alliance and developing partnerships with peak organisations engaging with issues of diversity and inclusion
- Developing and implementing the Museum's next Reconciliation Action Plan

4. CONTINUING TO CHAMPION AND SHOWCASE OUR INDIGENOUS CULTURES FOR THE EDUCATION, ENRICHMENT AND BENEFIT OF ALL AUSTRALIANS

In 2020-21, ANMM will ensure the Museum continues to champion and showcase our Indigenous cultures for education, enrichment and benefit of all Australians including by:

- Hosting Indigenous exhibitions onsite including *Defying Empire* (a collaboration with the National Gallery of Australia) and *Mariw Minaral* (Spiritual Patterns)
- Leveraging seed funding to secure investment by partners in *Looky, Looky Here Comes Cooky*, a documentary film as part of the *Encounters 2020* program
- Acquiring contemporary Indigenous art from regional areas for the National Maritime Collection, including in partnership with the Cairns Indigenous Arts Fair
- Continuing to provide cultural acknowledgement at the Museum

5. MAINTAINING THE MUSEUM'S FINANCIAL SUSTAINABILITY, INCLUDING THROUGH EXPLORING OPPORTUNITIES TO FURTHER GROW PRIVATE SECTOR SUPPORT AND INCREASE OWN-SOURCE REVENUE.

In 2020-21, ANMM will ensure the Museum is focused on financial sustainability and exploring opportunities to further grow private sector support and increase own-source revenue including by:

- Developing and implementing a recovery strategy for the Museum's commercial activities including ticket sales, venues and the store
- Leveraging the Government's \$4 million investment in pontoon replacement and safety works to maximise the opportunities for utilisation of the Museum's waterfront location
- Growing onsite visitation revenue from the museum precinct and vessel activation including the *Duyfken* and *SY Ena*
- Developing new partnerships including with high visitation commercial precincts to drive visitation
- Developing and implementing a new bequest and philanthropic acquisitions strategy