

**STATEMENT OF INTENT FOR 2019-20  
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 Government's Statement of Expectations of 21 October 2019 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 2019-23 sets out the museum's operating environment, how it will achieve its purpose, priorities, capability and risk oversight and management. The 2019-20 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 Government's Statement of Expectations.

## **RELATIONSHIP WITH GOVERNMENT**

ANMM is a corporate Commonwealth entity and an agency within the Arts Portfolio. The Minister for 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.

## **CONTRIBUTION TO ECONOMIC ACTIVITY**

In 2019-20, ANMM will ensure the Museum contributes to economic activity, particularly in regional centres, through touring and other outreach activities, particularly:

- Investment in a diverse range of outreach activities, including in regional areas, as part of the Encounters 2020 program
- Leveraging seed funding to secure investment by partners in a documentary film as part of the Encounters 2020 program
- Acquisition of contemporary Indigenous art from regional areas for the National Maritime Collection, including in partnership with the Cairns Indigenous Arts Fair
- Grants and in-kind support under the Maritime Museums of Australia Project Support Scheme.

## **EMPLOYER OF CHOICE**

In 2019-20, ANMM will provide leadership to the collections sector as an employer of choice, particularly:

- Offering to share with the collections sector our journey in advancing a range of 'people first' initiatives being implemented under our Operational Plan.

## **SHAPING AND PROMOTING AUSTRALIAN IDENTITY**

In 2019-20, ANMM will continue to offer public facing activities speaking to Australian identity and where relevant, we will invite and support our visitors to reflect on issues of Australian identity in our public facing activities, particularly:

- The Encounters 2020 program will provide a safe place for all Australians to discuss and debate a wide range of perspectives on the 250<sup>th</sup> anniversary of Cook's first Pacific voyage, with an equal emphasis on the 'view from the shore' and the 'view from the ship'
- In addition to Encounters 2020, we will provide diverse on-site and touring exhibition program, including "The Face of Australia", "Mariw Minaral" and "Koori Art Expressions" as well as the Classic and Wooden Boat Festival
- A continued focus on collecting and sharing stories about Indigenous maritime heritage, migration to Australia and the members of the Royal Australian Navy

## **TOURISM**

In 2019-20, ANMM will consider opportunities to create and meet demand for inbound tourism, particularly:

- Developing and implementing an International Tourism Project Plan.

## **LEADERSHIP IN COLLECTION MANAGEMENT, EDUCATION & PUBLIC PROGRAMS**

In 2019-20, ANMM will provide leadership in the delivery of collection management, education and public programs, particularly:

- Development of a range of new exhibitions and programs for the Encounters 2020, as well as exhibitions such as *Sea Monsters*., *Elysium Arctic*, *Wildlife Photographer of the Year*, *Miriw Minaral and The Face of Australia*
- Visitor programs and site and vessel activation
- Support for the Rhode Island Maritime Archaeology Project
- Upgrading our e-collection, collection digitization and sustainability
- Progressing accreditation to support protection of cultural gifts on loan
- Hosting a major international conferences (Communicating the Arts – November 2019).
- National leadership of the Migration and Multicultural Museums Alliance and the Maritime Museums Council.

## **GROWTH IN SELF-GENERATED REVENUE**

In 2019-20, ANMM will continue to build on the success to date in pursuing opportunities for own-source income by a stronger focus in the museum on identifying and implementing alternative revenue including:

- Growing onsite visitation revenue
- Growing international cultural tourist visitors to museum
- Growing online revenue
- Developing a merchandising strategy
- Prioritisation of strategic partnerships and alliances
- Meeting fundraising targets to support agreed priority projects for the Foundation Board.