

# Museums and Community Engagement Masterclass

Sunday 22 October 2006

Cobb & Co. Museum, Toowoomba, QLD

9.00am-5.00pm

## Background

One of the enduring themes of museum practice in the past three decades has been the transformation of museums from temples to forums (Duncan Cameron) or institutions in the service of collections to those in the service of society (Stephen Weil). In the twenty-first century the focus has been on museums as civic spaces that are engaged in the sustainable development of their hinterlands or constituent stakeholder communities (Galla and Tony Bennett). This has required museums to engage in ways requiring a paradigm shift from consultation to negotiation, a community engagement process that is a social contract between museums, source communities and various stakeholders.

## Theme

The theme of this Masterclass is *Museums and Community Engagement*.

## Aims and Objectives

The Masterclass will involve up to 25 participants in an interactive environment to:

- Discuss and debate conceptual frameworks that bring people and their heritage together with museums as facilitators;
- Share case studies illustrating methods of engagement between museums and stakeholder communities; and
- Draft a set of indicators that could be used by museum management and community leadership to assess the extent to which the engagement is mutually beneficial and measurable.

## Anticipated Learning Outcomes

It is envisaged that the participants will develop an understanding of the content that can be applied to practical work situations. Outcomes include:

- Understanding the contemporary challenges for museums to become more relevant and meaningful to stakeholders
- Use comparative and illustrated case studies for developing individual pathways for meaningful community engagement
- Learning to measure and develop accountable management practices.

## Facilitators

- Dr Steven Engelsman, Director General, National Museum of Ethnology, Leiden; Secretary, European Ethnology Museums Directors Group
- Professor Amareswar Galla, Museum Studies, University of Queensland; Director, Sustainable Heritage Programs, the Australian National University
- Ms Deborah Tranter, Director, Cobb & Co. Museum, Toowoomba, and Director Queensland Museum Regional Services

## Participants

Graduate students in Museum Studies at the University of Queensland and industry delegates.

## Program

9.00-10:30AM

Mapping the Masterclass participants – Cultural Action Exercise

10.30AM-12.30PM

Short presentations by participants and discussion

12.30-1.30PM

Lunch

1.30-2.30PM

Case study presentation by Dr Steven Engelsman on the transformation of the National Museum of Ethnology.

2.30-3.30PM

Case study presentation by Deborah Tranter on the evolution of the Cobb & Co. Museum:

1. Tradition Model of Museum 2. Community Engagement Model 3. Heritage Business Model.

3.30-5.00PM

Drafting of measures and indicators for museums and community engagement

### Notes

- The Masterclass will start on time and participants are asked to be present 15 minutes before the start.
- Participants are asked to bring illustrative case study material and a one page abstract of their case study presentation.
- Coffee & tea refreshments will be available throughout the day.

### Transport Directions

Cobb & Co. Museum is located close to the north-east corner of Toowoomba's iconic Queens Park, at 27 Lindsay Street. Brown tourist signs direct road traffic to the Museum. Bus parking is available directly in front of the Museum and there are ample parking spaces to the side and rear of the building.

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