

CAMD response to The Digital Economy – Opening up the Conversation

Australian Government, Department of Industry, Innovation and Science, Digital Economy Strategy

November, 2017

The Council of Australasian Museum Directors (CAMD) welcomes the opportunity to comment on The Digital Economy (Strategy – the Strategy).

The Council of Australasian Museum Directors (CAMD) comprises the directors from the major museums in Australia and New Zealand. These museums curate collections and exhibitions across natural sciences, technology, humanities and the arts. Their collections and exhibitions provide critical infrastructure for research and community engagement in areas ranging from taxonomic, bioinformatics and biomedical research to STEM, and from social and technological history to film. Through their sites and programs CAMD museums provide national leadership in connecting researchers and curators with their constituencies in the community and provide a strong driver for innovation. Total on-site visits in 2016-17 were close to 20 million while on-line visits approach 74 million. The intergenerational nature of CAMD museums has built high levels of public trust and they have strong reputations as authorities in their fields. In this context museums present a unique institutional framework to further develop their roles as trusted neutral conveners and facilitators of collaboration.

CAMD's position at the intersections of Australia's natural and cultural heritage and the community present unique resources for research and innovation while engaging diverse communities through collections, exhibitions and learning environments both on-site and on-line. Such engaged communities contribute to social cohesion, life-long learning and innovation that play to both our economic prospects and our well-being.

A list of CAMD members, their institutions and sites are included here as Attachments 1 & 2 - the contact officer for CAMD is,

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Feedback on the Challenges in The Digital Economy paper

CAMD essentially supports the submission from Museums Galleries Australia (MGA). The MGA provides a broader context for directions in collaborative digital strategy in the Australian museums sector.

Responses to selected questions

1. *How are advances in digital technology changing the way you work, your industry, and your community?*

Access to digital tools across the community enables new models for audience engagement, and a shift to an audience first strategy, extending impact, reach and value. In this context museums are responding with a digital first approach to museum and gallery content creation.

Growth in on-line access to museum collections & exhibitions – for CAMD museums average is now that more than 2/3 of visitation is virtual and 1/3 through the door

Digitisation provides the opportunity to turn traditional museum model on its head and make entire collections available rather than small proportion that can be displayed at any one time. Profound changes in collections curation are being experienced as a result of digitisation, global access & crowd sourcing of metadata. The resulting changes in availability of collection resources for creative industries – opportunities for gaming, merchandise, tourism, retail, experience development.

At the same time as adoption of digital access continues to grow, in a digital age, and with fracturing communities, the value of cultural institutions is expanding to that of a shared, social space. The value of the physical spaces and collections of cultural institution for social cohesion and well being is becoming even more precious.

2. *What is your vision for an Australia that thrives in a digital economy? Where would you like to see Australia in five, 10 and 20 years' time?*

Australians must be a digitally literate community, able to leverage, interpret and critique digital tools and content effectively and collaboratively. Australians must embrace change, and be supported to move from traditional industries into a knowledge based economy. As custodians of what Australians value (- in both cultural and natural heritage) cultural institutions will play a vital role and achieving this transformation.

3. *What is the role of government in achieving that vision?*

Government has a significant role to play in developing supporting infrastructure for the transformation of communities and institutions for the digital age. Such support includes physical resources such as support for fast web access through NBN etc, support for research infrastructure and for R&D across tertiary and industry sectors.

In building a strong and resilient community there must also be support for platforms and capacity building in teaching and life-long learning environments. A need for urgent teacher professional development across digital tools and teaching/curriculum outcomes is apparent.

Within the museum sector support for the transformation of the utility and value of museum collections through digitisation is urgently required.

5. *What communication services, and underlying data, platforms and protocols, does Australia need to maximise the opportunities of the digital economy?*

Cultural and natural sciences collections and their metadata and information held in cultural institutions represents critical research infrastructure. The development of platforms analogous to the *Atlas of Living Australia* across the cultural collections held in museums is critical to support Australia's creative industries, education and R&D sectors.

6. *What opportunities do we have to accelerate the development of technologies that will underpin Australia's digital economy?*

Support for digitisation of collections and creation of digital repositories for cultural collections

Enable partnerships for cultural institutions to use their unique engagement and trust with the community to support innovation by connecting the public and education sectors with industry

16. *What efforts are you or your organisation making to respond to digital transformation? Why?*

CAMD is a foundation partner in GLAM Peak – a consortium of galleries, libraries, archives and museums collaborating to drive digitisation of collections and to build community capacity for working with digital collections (- see <http://www.digitalcollections.org.au/>).

The GLAM Peak program has made significant progress including,

- developing a Digital Access to Collections framework to enable all Australian galleries, libraries, archives, museums and historical societies to make their collections available online
- supporting the development of State & Territory Digital Access to Collections strategies
- preparation of a draft national framework setting out the principles and strategies to achieve digital access to a rich diversity of Australian content by national and international audiences

Such programs will facilitate access to collections and provide platforms for innovative application of museum collections across HASS, science and design disciplines and in education.

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Museum of New Zealand - Te Papa Tongarewa

Ms Kim McKay AO

Director and Chief Executive Officer

Australian Museum

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Director

Museum of Applied Arts and Sciences

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Queen Victoria Museum and Art Gallery

Dr Brendan Nelson AO

Director

Australian War Memorial

Mr Brian Oldman

Director

South Australian Museum

Mr Marcus Schutenko

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Museum and Art Gallery of the Northern Territory

Ms Katrina Sedgwick

Director and Chief Executive Officer

Australian Centre for the Moving Image

Mr Kevin Sumption

Director

Australian National Maritime Museum

Dr Jim Thompson

Acting Chief Executive Officer

Queensland Museum Network

Dr Mathew Trinca

Director

National Museum of Australia

Mr Anthony Wright*CAMD Executive Member*

Director

Canterbury Museum

CAMD MUSEUM SITES

Leading Museums, Museum Leaders

Auckland War Memorial Museum, Auckland

Australian Centre for the Moving Image, Melbourne

Australian National Maritime Museum, Sydney
– Wharf 7 Maritime Heritage Centre, Sydney

Australian Museum, Sydney

Australian War Memorial, Canberra

Canterbury Museum, Christchurch
– Robert McDougall Gallery

History SA

- History Trust of South Australia, Adelaide
- National Motor Museum, Birdwood
- South Australian Maritime Museum, Port Adelaide
- Migration Museum, Adelaide

Museum of Applied Arts and Sciences

- Powerhouse Museum
- Sydney Observatory
- Powerhouse Discovery Centre

Museum of Australian Democracy at Old Parliament House, Canberra

Museum of New Zealand Te Papa Tongarewa, Wellington

Museums Victoria, Melbourne

- Melbourne Museum, Melbourne
- Scienceworks Museum, Melbourne
- Immigration Museum, Melbourne
- IMAX, Melbourne
- Royal Exhibition Building, Melbourne

Museum and Art Gallery of the Northern Territory

- Alcoota Fossil Site
- Defence of Darwin Experience
- Fannie Bay Gaol, Darwin
- Lyons Cottage, Darwin
- Museum and Art Gallery of the Northern Territory, Darwin
- Museum of Central Australia, Alice Springs

National Museum of Australia, Canberra

Questacon – The National Science and Technology Centre

- The Ian Potter Foundation Technology Learning Centre

Otago Museum, Dunedin

Queensland Museum Network

- Queensland Museum, Brisbane
- Cobb & Co Museum, Toowoomba
- Lands Mapping & Surveying Museum, Brisbane
- Museum of Tropical Queensland, Townsville
- The Workshops Rail Museum, Ipswich

Queen Victoria Museum and Art Gallery

- Inveresk, Launceston
- Royal Park, Launceston

Scitech Discovery Centre

Perth

South Australian Museum

- South Australian Museum Science Centre, Adelaide

The Sovereign Hill Museums Association

- Sovereign Hill, Ballarat
- Gold Museum, Ballarat
- Narmbool, Elaine

Sydney Living Museums

- Carolyn Simpson Library & Research Collection
- Elizabeth Bay House, Sydney
- Elizabeth Farm, Sydney
- Hyde Park Barracks Museum, Sydney
- Justice & Police Museum, Sydney
- Meroogal, Nowra
- The Mint, Sydney
- Museum of Sydney, Sydney
- Rose Seidler House, Sydney
- Rouse Hill Estate, Sydney
- Susannah Place Museum, Sydney
- Vaucluse House, Sydney

Tasmanian Museum and Art Gallery

- Tasmanian Museum and Art Gallery, Hobart
- Tasmanian Herbarium, Hobart
- Rosny Research and Collections Centre, Hobart

Western Australian Museum

- Western Australian Museum, Perth
- Western Australian Maritime Museum, Fremantle
- Western Australian Museum Shipwreck Galleries, Fremantle
- Western Australian Museum, Geraldton
- Western Australian Museum, Kalgoorlie-Boulder
- Western Australian Museum, Albany