Connect Discuss Share Maritime Heritage

AMMC Workshop Jervis Bay (8) 9 – 10 May 2019

Workshop Venue:
Jervis Bay Maritime Museum
Woollamia Road and Dent Street,
Huskisson, NSW 2540

THEME: How to be a ‘must visit Museum’

Wednesday 8 May 2019

5 – 7 pm     Board arrive

7:30pm    Board Dinner with invited guests

Day 1: Thursday 9 May 2019

8:30 – 9:00:     Registration & tea / coffee on arrival

9:00 - 9:20:    Welcome to Country
Welcome to the Museum
John Fergusson President, Jervis Bay Maritime Museum
Diana Lorentz – Director, Jervis Bay Maritime Museum

9:20 - 9:30:    Welcome & update on AMMC activities program – The Big Picture
Alan Edenborough – President AMMC, Sydney Heritage Fleet

9:30 – 10:10:    ANMM Changed their Logo – why organisations do this and what change will it bring?
• The importance of Brand
• Audience segmentation
Jackson Pellow, Manager Brand and Marketing - (ANMM)
10:10 – 10:30  Overview of JBMM and its collection and Strategic Plan
*Diana Lorentz – Director, Jervis Bay Maritime Museum*

10:30:  Morning Tea

10:45 – 11:30:  Guided Tour of the JBMM collection and site.

11:30 – 12:45  Workshop-1 *What makes a museum a must visit experience?*
AMMC Workshop Panel / discussion / feedback

12:45 – 1:45  Lunch

1:45 – 3:00  Workshop-2 *What makes a museum a must visit experience? - Conclusions*
AMMC Workshop Panel / delegate work / prepare conclusions

3:00 – 3:15  Afternoon Tea

3:15 – 5:15  Workshop-3 *What now / ideas for interpretation?*
*Alex Gaffikin – Head of Interpretation and Design ANMM*

A workshop to increase skills in small regional museum by creating their own experiences from a graphic design and exhibition design. Topics may include how to generate a small exhibition experience and diversifying how a museum is used (music, performance etc.) using objects, graphic design, narrative principles, design on a non-existent budget.

5:15 – 6:30  AMMC Board Meeting

6:30 – 7pm  Prepare & travel to Dinner venue (optional dinner at delegate cost)

7pm -  Optional Dinner – [Paperbark Camp](#)
*Venue: 571 Woollamia Road, Woollamia, NSW 2540*

**Day 2: Friday 10 May 2019**

**Venue: Woollamia Road and Dent Street, Huskisson, NSW 2540**

8:30 – 9am  Welcome Back – Coffee / Tea

9:00 – 10:30  The *CREST* and Post Vessel Restoration:
- Peter Rout (ANMM)
- Alan Edenborough (SHF)
Viewing the CREST restoration to date.
Topic 1: Australian Maritime Safety Authority (AMSA) requirements for a floating vessel.
Topic 2: Visitor Safety on and off the water.
Topic 3: What insurance does the Museum need for visitors on the water.

10:30  Morning Tea
11:00 – 11:30:  **Travelling Exhibition – ‘What Floats Your Boat‘– project update**  
*Sabina Escobar, Project Manager (ANMM)*  
**Time line for developing Travelling Exhibitions**  
*Peter Rout, Assistant Director Operations (ANMM)*

11:30 – 12:30:  **The National Wrap**

NSW: (TBC)  
SA: *(TBC)*  
VIC: (TBC)  
WA:  *Jason Fair, WAMM*  
QLD:  *Robert de Jong, Maritime Museum of Townsville*  
TAS:  *Mark Hosking, MMT*  

Jaydeyn Thomas will introduce Devonport as the venue for the next AMMC Regional Workshop & AGM on 31 October – 1 November 2019

12:30pm – 1pm  
**Main Workshop close / Concluding remarks**

Lunch

Those catching 7pm’ish flights out of Sydney need to leave at 1pm