

Where are we?...



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# Speaking to decision-makers in their own language - background

- [mis]perceptions of the cultural sector
  - Off to the side/peripheral/other-worldly/alien even?/not the serious matters of everyday life
  - Museums and galleries: “cabinets of curiosities” / “self-indulgent” art etc
  - Distrust of elites
  - Disconnect between private engagement and public/political/mainstream commentary and valuing
- current narratives and challenges
  - Tension between intrinsic and utilitarian value
  - Inadequate research data on impact
  - Increased investment in bricks and mortar alongside reduced operational funding (people and programs!)

# Speaking to decision-makers in their own language – who and how?

- Who are the decision-makers?
  - Politicians and government bureaucrats
  - Philanthropists and business partners
- What do they like?
  - Their own policies & priorities
  - Not being surprised or “ambushed”
  - Not feeling tricked into cost-shifting
- How should we talk?
  - Narrative framing
  - Effectiveness of their investment
- What we talk about/subjects
  - Understand their priorities
  - Show how their attention/investment can solve a real problem

# Speaking to decision-makers in their own language – who and how?

- How do we respond?
  - “one voice”
  - Collaboration is key – look for shared agendas
  - Reframe the narrative/s
  - Succinct proposals during election campaigns
- Advocacy messages
  - Growing the pie, not slicing it differently
  - Innovation agenda
  - Relevant impacts

# Speaking to decision-makers in their own language – our priorities

- MGA – new strategic plan – includes key focus areas of leadership, advocacy and partners
  - GLAM Peak – joint advocacy and direction-setting
  - Digital access to collections (national, state and local levels)
  - Research into public value to inform a campaign
  - Developing the 10-year Indigenous Roadmap
  - Museum Leadership Program
- Collaboration across and beyond the sector
  - Lets' talk!