



JERVIS BAY | MARITIME MUSEUM

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 <i>Diana Lorentz – Director, Jervis Bay Maritime Museum</i>
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? <i>Alex Gaffikin – Head of Interpretation and Design ANMM</i> 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