

**FINAL CIRCULAR**

Manual registration form included in this document.

The 85th South African Museums Association 2021 National Conference will be held online on 7- 8 September 2021 from 10:00 – 16:00 daily. The theme is: “**The Future of Museums: Recover and Reimagine.**”

When the organising committee had to decide on a theme, the ICOM 2021 theme was a perfect fit, condensing all our emotions and struggles into a few words because we realized that the world has changed, and we need to recover and reimagine going forward.

The year 2020 has been like no other. The Covid-19 crises has swept the whole world abruptly, affecting every aspect of our lives, from interactions with our loved ones, to the way we perceive our homes and cities, to our work and its organisation. Some already pressing issues have been exacerbated, questioning the very structure of our societies: the call for equality is stronger than ever.

Museums are no exceptions to these changes, and the cultural sector is among the most affected: surveys conducted by ICOM and other international organisations present a dire situation for museums and their professionals, with serious economic, social and psychological repercussions in the short and long term alike.

This crisis also served as a catalyst for crucial innovations that were already underway, notably an increased focus on digitisation and the creation of new forms of cultural experience and dissemination.

This is a pivotal moment for our society, and we call museums to embrace it and lead the change. The time is now to rethink our relationship with the communities we serve, to experiment with new and hybrid models of cultural fruition and to strongly reaffirm the essential value of museums for the construction of a just and sustainable future. We must advocate for the creative potential of culture as a driver for recovery and innovation in the post-Covid era.

The theme: “**The Future of Museums: Recover and Reimagine**”, invites museums, their professionals and communities to create, imagine and share new practices of (co-)creation of value, new business models for cultural institutions and innovative solutions for social, economic and environmental challenges of the present.

Sources:

ICOM 18 May 2021 Communication Kit.

ICOM Bimonthly Digest from the Museum Network April-May 2021.

**Registration**

* The registration fee from 20 August 2021 is free
* **Registration closes on 27 August 2021**
* Please register for the conference:
* **Manual registration – registration form on the next page.**

Please complete and submit the registration form and send to Melissa Lindeque MelissaL@TSHWANE.GOV.ZA

* Please make a copy of this document available to colleagues who may wish to attend the conference/receive the conference circular.
* A link to attend the Conference will be send at the beginning of September 2021 to all delegates who have registered.



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# REGISTRATION FORM

**Registration closes on 27 August 2021**

**I wish to attend the conference Date: \_\_\_\_\_August 2021**

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| --- | --- | --- |
| Title | First Name | Surname |
|  |  |  |
| Museum/Organisation | SAMA membership number (optional) |
|  |  |
| Contact number | Cell number: |
|  |  |
| Physical address | E-mail Address |
|  |  |

**Send your registration to:**

Please complete and submit the registration form and send to:

to Melissa Lindeque MelissaL@TSHWANE.GOV.ZA

or Talita Fourie talitafourie13@gmail.com or talita.fourie@postoffice.co.za

or Fax to 086 560 4132

**Registration closes on 27 August 2021**

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| **SIGNATURE** | **DATE** |
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**85th South African Museums Association National Conference**

**The Future of Museums: Recover and Reimagine**

**Conference Final Draft Programme**

**7- 8 September 2021**

**Daily from 10:00 – 16:00**

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| **Tuesday 7 September 2021** |
| **Session 1** Opening SessionSession Chair: Dr Bongani Ndlovu |
| 09:45 | Sign in commences | All |
| 10:00-10:05  | Welcome by SAMA North Chairperson | Talita Fourie |
| 10:05 – 10:15 | Session Chair | Dr Bongani Ndlovu |
| 10:15 - 10:25 | **SAMA Presidential address** | Dr Helene Vollgraaff |
| 10:25 - 10:55  | **Opening Address** | Ms Mbali Hlope, MEC Gauteng Department of Sports, Arts, Culture and Recreation. |
| 10:55 – 11:35 | **Keynote address****Recover and Reimagine: Becoming Beacons of Hope: The Future of Museums.** | Dr Samuel Isaacs |
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| **Session 2** Presentations and discussions**The Future of Museums: Recover and Reimagine**Session Chair: Ishmael Mbhokodo |
| 11:35 – 11:40 | Session Chair | Ishmael Mbhokodo |
| 11:40 – 12:00 | **The museums’ role in out-of-home entertainment.** | Ms Sabine LehmanFounder of CuriositasAAVEA |
| 12:00 – 12:20 | **COVID-19 Pandemic – The Opportunity in the Crisis.** | Ms Beulah MosupyeHauweng |
| 12:20 – 12:40 | **Museums as spaces for dialogue.** | Mr Andre CroucampTotem Media |
| 12:40 – 13:00 | **Questions and answers** |
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| 13:00 – 13:15 | Break |
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| **Session 3** Presentations and discussions**The Future of Museums: Recover and Reimagine**Session Chair: Tazneem Wentzel |
| 13:15-13:20 | Session Chair | Tazneem Wentzel |
| 13:20-13:40 | **Museum Diversity in Africa: Museums, related exhibitionary institutions and non-state players.** | Prof Jesmael MatagaSol Plaatjie universityDr Thomas ThondhlanaGreat Zimbabwe UniversityProf Dawson MunjeriGreat Zimbabwe University |
| 13:40-14:00 | **Reinventing the interlinkage of museums and schools.** | Dr Roger LaytonRoger Layton and Associates (RLA) |
| 14:00-14:20 | **COVID and Funding fiasco the Heritage Arts Cultural Sector Faces** | Sir Nicolas WolpeThe Lilliesleaf Trust |
| 14:20-14:40 | **Questions and answers** |  |
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| **Panel discussion****Session 4** Presentations and discussion**The Johannesburg Manifesto and a Social Compact for Museums**Session Chair: Dr Jillian Carmen |
| 14:40-14:45 | Session Chair | Dr Jillian Carmen |
| 14:45-15:50 | **The Johannesburg Manifesto and a Social Compact for Museums.** | Dr Jillian CarmenEmilia PotenzaSteven Sack |
| 15:50-16:00 | **Closure for day 1** | Talita Fourie |
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| **Wednesday 8 September 2021** |
| **Session 5** Presentations and discussions**The Future of Museums: Recover and Reimagine**Session Chair: Lemohang Zincume |
| 09:45 | Sign in commences | All |
| 10:00-10:10 | Session Chair | Lemohang Zincume |
| 10:10-10:30 | **Recovering and Reimagining: a constitutional vision.** | Mr Francois Lion-CachetConstitutional Court Trust |
| 10:30-10:50 | **Cultural, node tourism defining the Drakensberg.** | Ms Celeste RossouwThe KwaZulu-Natal Amafa and Research Institute |
| 10:50-11:10 | **Practices and challenges in digital holocaust and genocide education: the case study of the Johannesburg Holocaust & Genocide Centre (JHGC).** | Mr Mdudzi NtuliJohannesburg Holocaust & Genocide CentreMrs Catherine BoydJohannesburg Holocaust & Genocide Centre |
| 11:10-11:30  | **Questions and answers** |  |
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| **Session 6** Presentations and discussions**Novice Speakers**Session Chair: Catherine Snell |
| 11:35-11:45 | Session Chair | Catherine Snell |
| 11:45-11:55 | **The KwaZulu-Natal Museum Entomology Collection.** | Ms Mandisa NdlovuKwaZulu-Natal Museum |
| 11:55-12:05 | **An overview of the collection of mollusks in the KwaZulu-Natal Museum.** | Ms Nelisiwe ManukuzaKwaZulu-Natal Museum |
| 12:05-12:15 | **Workbench: A Tool in *Specify* to import Data.** | Mr Siyabonga ZamisaKwaZulu-Natal Museum |
| 12:15-12:25 | **Can Post-Covid era drive digitisation to digital transformation in the KwaZulu-Natal Museum.** | Mr Matabaro ZiganiraKwaZulu-Natal Museum |
| 12:25-12:35 | **Questions and answers** |  |
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| 12:35—12:50 Break |
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| **Session 7** Presentations and discussions**Governance**Session Chair: Ayanda Simelane |
| 12:50-12:55 | Session chair | Ayanda Simelane |
| 12:55-13:15 | **Digitisation Policy** | Mr Maano MuhadiNational Department of Sport, Arts and Culture. |
| 13:15-13:35 | **National Policy on the Repatriation and Restitution of Human Remains and Heritage Objects.** | Ms Reinette StanderNational Department of Sport, Arts and Culture. |
| 13:35-13:45 | **Questions and answers.** |  |
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| 13:45-13:55 | **Conference closure.** | Talita Fourie |

**14:00 South African Museums Association Annual General Meeting**

**South African Museums Association Presidential inauguration**

**Announcements**

* Speakers – Dr Helene Vollgraaff
* Novice Speaker Award
* Fitzsimmons Award
* Presidential Award
* Design Awards – Lemohang Zincume
* Category A

Publications in book form (more than 4 pages) such as brochures, information booklets, annual reports, newsletters, monographs, exhibition catalogues, guides, educational resource material, etc. This division also includes educational posters and poster presentations.

* Category B

Publicity material or promotional material (less than 4 pages). Flyers, bookmarks, folders, floor plans, marketing posters, suites of material such as an advert, invitation, name tag, menu/programme for an event, or museum stationery letterhead, comps-slips, gift certificate, loan form, etc.

* Category C

Websites. For this division museums must submit a colour print of the site’s Home Page.