MAP STANDARDS AND REQUIREMENTS CHECKLIST

A Summary of expected standards and requirements for Accredited museums

MAP presents a set of professionally accepted museum standards and practices as a framework for:

- Preliminary self-assessment by individual museums;
- Identifying areas for development/ improvement of individual museums; and
- Assessment by an external panel of appropriately qualified museum peers.

Each organisation is evaluated individually, taking into account its own unique mission, goals and resources.

The Museum Accreditation Program (MAP) assesses museums for Accreditation through:

- A completed questionnaire
- Key policy documents which accompany the completed questionnaire;
- An on-site visit

An organisation’s activities are evaluated using a set of standards, which have been developed to indicate recognised museum practice across six areas:

- Museum Management
- Preventive Conservation
- Collection Management
- Public Programs
- Marketing
- Visitor Service

MAP Standards and Requirements Checklist

The MAP Standards and Requirements Checklist provides a snapshot of the standards expected of an Accredited museum. The list can also be used as the final check before sending in your application.

Standards are assessed via your written responses to the questionnaire and verified through evidence on site and discussions with museum staff and volunteers at your museum during the site assessment.

The standards for each section are written in **bold**. Beneath each of the standards are indicators that the standard is being met. Some of these indicators will require a separate document to be attached to your application. Where an attachment is required, a ✍ has been used. Please ensure that they are included alongside your application and labelled with the questionnaire number to which they refer. Attachments should be collated in alpha-numerical order.
B. MUSEUM MANAGEMENT

GOVERNANCE (B1-7)

Provide evidence of legal establishment
- Constitution in place
- Business name registration or company registration certificate (Not applicable for local government organisations)

Maintain formal selection procedures for members of the governing body
- Provide a copy of the names and positions of your governing body
- Selection procedures for the governing body are clearly documented in your constitution or rules of association and adhered to during the selection of members to the governing body

Conduct regular meetings of the governing body
- Regular meetings are scheduled and your governing body is advised

Maintain regular communication between management and governing bodies
- The management structure and process for internal reporting between committees, sub-committees and management is understood by all staff

FINANCE (B8)

Demonstrate financial management and reporting procedures consistent with museum mission and scale
- Annual reports for past two years
- Most recent income and expense statement
- Current budget

FORMAL BUSINESS PLANNING (B9)

Plan for the future
- Comprehensive Business Plan in place

Clearly articulated mission
- Mission clearly stated (this can be provided as part of your business plan)
- Mission is appropriate to museum size and scale
- Mission reflected in activities of the organisation

Demonstrate progress towards goals stated at the time of Registration
- Goals stated at the time of Registration have been achieved or are in progress

LEGAL AND INSURANCE REQUIREMENTS (B10-13)

Maintain appropriate insurance
- Public liability
- Staff (paid and volunteer)
- Governing body (if necessary)

Understand and address relevant legal responsibilities and requirements
- Workcover
- Superannuation
- Local government health licence if required
- Liquor licence if required

CODES OF ETHICS (B14-18)

MA Inc Code of Ethics for Art, History and Science Museums
- Acknowledged, referred to and abided by throughout museum operations
Tourism Association of Australia
Code of Sustainable Practice
❑ Acknowledged, referred to and abided by throughout museum operations

Other Codes of Ethics relevant to your organisation
❑ Acknowledged, referred to and abided by throughout museum operations

HUMAN RESOURCES (B19-B32)

Clearly defined terms & conditions for all staff
❑ Organisational chart with names and position titles
❑ Position descriptions for paid positions
❑ Sample ‘Conditions of Employment’ document for paid staff
❑ Sample ‘Volunteer Agreement’

Use appropriate strategies and procedures to recruit and manage human resources
❑ Clear selection criteria to recruit staff (paid & volunteer)
❑ Reporting structures established
❑ Coordination of volunteers appropriate to museum size
❑ Orientation or induction provided for all staff
❑ Comprehensive and user-friendly procedures manual in place

Demonstrated commitment to training and professional development for all staff
❑ Recognition of training needs
❑ Appropriate training undertaken
❑ Training evaluation undertaken

C. MUSEUM SAFETY
MANAGEMENT & PLANNING

DISASTER PLANNING AND EMERGENCY PROCEDURES (C1-10)

Written Disaster Plan to address the safety and protection of staff, visitors and the collection
❑ Comprehensive Disaster Plan in place
❑ Staff awareness of Plan evidenced
❑ Plan is current and accessible

Demonstrated preparedness for disaster response
❑ Disaster kit
❑ Regular emergency drills
❑ Emergency numbers prominently displayed

Meet minimum fire safety requirements
❑ Fire extinguishers
❑ Smoke alarms if deemed necessary by the local fire authority
❑ Clearly marked emergency exits
❑ Regular maintenance of fire safety equipment
❑ Letter from appropriate body confirming that the building is safe to occupy

SAFETY, FIRST AID & BUILDING SECURITY (C11-17)

Demonstrated awareness and preparedness for potential threats to museum visitors, staff and collection items
❑ Trained personnel in emergency procedures
❑ Trained first aid staff
❑ First Aid Kit
MAP STANDARDS FOR ACCREDITED MUSEUMS

D. COLLECTIONS MANAGEMENT

ACQUISITION OF NEW ITEMS (D1-8)

Have a written Collection Policy that comprehensively guides and reflects the range and scale of collecting activity

- Comprehensive Collection Policy in place

Have a clear, consistent process to accept material into the collection with up-to-date written records

- Decisions regarding potential acquisitions are transparent
- A process is in place to record acquisitions
- Material not accepted is returned within an appropriate time frame
- A receipt is issued when an object is brought into the museum
- A temporary tag is issued to all collection items awaiting formal cataloguing

- Accepted material is formally acknowledged (provide an example of your acknowledgement letter)

- Donor forms are in use
- Provenance is recorded

Identify and appropriately manage any material, which is not part of a core collection, e.g. replicas, props, ‘hands-on’ items

- Non-collection items are clearly identified and handled to avoid confusion with the core collection

CATALOGUING OF THE COLLECTION & NUMBERING OBJECTS (D9-18)

Use an accepted system to catalogue acquisitions, to file documentation and locate objects efficiently

- A designated member of staff is responsible for registration

Established process for handling accidents/incidents on site

- Incident report form
- Appropriate building and collection security arrangements

ADDITIONAL REQUIREMENTS FOR MUSEUMS THAT ACTIVATE EXHIBITS OR MACHINERY (C18-26)

- Have written policies and procedures to ensure that programs involving activated exhibits or machinery are conducted with due care and safety precautions
- Policy for the activation of exhibits or machinery in place
- Procedures for the activation of exhibits or machinery in place

Seek advice to ensure that activities are appropriate and safe for museum visitors, volunteers and staff

- Advice sought and incorporated into museum activities
- Have a designated safety officer
- Statement of role and responsibility

Maintain a log book for each piece of machinery

- Log book evidenced (a copy of one page to be provided with your application)
- Maintenance and safety checks detailed within your log book
- Entries up-to-date

Are aware of issues related to the activation of heritage machinery

- Have identified pertinent issues
- Rail Safety Accreditation if required
- Appropriate safety precautions are in place

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MAP STANDARDS FOR ACCREDITED MUSEUMS

☐ The ‘Register,’ is kept secure
☐ An accepted system for numbering accessioned objects is in use
☐ Numbers are appropriately attached to objects
☐ Collection is indexed to allow for multiple cross reference
☐ Collection sheets are filed and stored for easy access
☐ Location codes are in use
☐ Objects can be readily located

Have a plan of action to deal with cataloguing backlogs if required
✓ ☐ Plan provided and/or incorporated into the museum business and action plan

DE-ACCESSIONS (D19-20)

Have procedures to ensure deaccessions are handled with sensitivity
☐ Decisions regarding potential deaccessions are made according to an established process
☐ Appropriate steps to remove items from the collection are in place once the decision regarding deaccession has been made

LOANS (D22)

Manage inward and outward loans using appropriate written policies and procedures
✓ ☐ The ownership of long term loans is being addressed (if applicable)
☐ Terms and conditions for establishing loans are clear
☐ Appropriate procedures for accepting and managing loans are in place
✓ ☐ Inward / Outward loan forms are in use

ORAL HISTORIES (D23-25)

Acknowledge and observe responsibilities with regard to oral histories, if collected
☐ Abide by the guidelines of ethical practice of the Oral History Association of Australia
✓ ☐ Have written policy and procedures for conducting, recording and preserving oral histories
✓ ☐ Use a contract between the museum and interviewee clearly stating the purpose and intended use of interviews and what copyright provisions apply

UNDOCUMENTED DONATIONS (D21)

Have a plan of action to deal with undocumented donations if required
☐ Plan provided and/or incorporated into the museum business and action plan

ARCHIVES (D26-29)

Accurately identify archival material housed by the museum
☐ Archival material is identified and addressed within the collection policy

Manage public access to the Archive(s) through a suitable Access Policy
✓ ☐ Comprehensive Access Policy in place
ETHICAL AND LEGAL ISSUES (D30-D36)

Are actively aware of legal and ethical issues relevant to the collection of cultural heritage material, including copyright and the return of cultural property

❑ Specific activities affected by copyright are acknowledged

❑ Policies and procedures are in place to protect copyright and meet associated obligations

❑ Policies and procedures are in place to deal appropriately with Aboriginal and Torres Strait Islander material, (if applicable)

❑ Consultation with relevant Aboriginal groups has been undertaken (if applicable)

❑ Human skeletal remains in the collection have been appropriately managed (if applicable)

❑ Firearms and/or swords in the collection have been appropriately managed (if applicable)

HERITAGE GARDENS (D37)

Assess the significance of the museum garden

❑ Garden significance has been assessed

If your garden has heritage significance:

Appropriately manage the museum garden

❑ Garden history research has been undertaken

❑ A Development or Management Plan for the garden is in place

❑ Plans are kept up-to-date

❑ Appropriately trained staff are employed to maintain the garden

❑ A Maintenance Schedule for the garden is in place

❑ Evidence on site that the garden is being maintained

E. PREVENTIVE CONSERVATION

RECORD KEEPING, AWARENESS AND PLANNING (E1-4, E35-37)

Have a written Preventive Conservation Plan for collections

❑ Comprehensive Preventive Conservation Plan is in place

Have a written Conservation Treatment Policy if restoring collection items

❑ Comprehensive Treatment Policy is in place (if applicable)

Make decisions with regard to museum conservation issues and treatment drawing on professional advice, information and support

❑ Conservation professionals consulted

❑ Application of advice evidenced in relevant museum documents and operations

Demonstrate awareness of museum preventive conservation principles

❑ Understanding reflected in Conservation Plan

❑ Evidenced on-site across museum operations

Acknowledge conservation goals in the Business Plan

❑ Conservation goals have been identified and incorporated into the museum’s business and action plan
Allocate reasonable resources for conservation activities annually
- Conservation requirements have been identified and resources allocated as evidenced in your business and action plans

Have an identified member of staff responsible for preventive conservation
- Staff member/s responsible for overseeing preventive conservation at the museum have been identified and are aware of their responsibilities

Maintain records of action to conserve individual collection items
- System in place to record actions undertaken by professional conservators
- System in place to record conservation actions undertaken by staff

MAINTENANCE (E5-13)

Acknowledge restrictions regarding building maintenance if the museum is classified as historic / significant
- Restrictions to maintenance of the building are understood and have been communicated to the individual/organisation responsible for building maintenance

Have written procedures for the maintenance and cleaning of building interiors and exteriors
- Written procedures for building interior are in place
- Written procedures for building exterior are in place (including garden maintenance if your garden is not a heritage garden)

Conduct regular inspections of the museum building’s exterior and interior, and endeavour to address problem areas promptly
- Regular inspections and maintenance are scheduled
- Good building maintenance evidenced on site

Conduct regular cleaning of storage and exhibition areas
- Regular cleaning detailed in Housekeeping Schedule
- Clean storage space(s) evidenced on site
- Clean exhibition space(s) evidenced on site

Keep collection items clean and well maintained and regularly monitor their condition
- Collection care is incorporated into your preventive conservation plan. Evidence of its effectiveness is apparent on site

Have an Integrated Pest Management Program incorporating regular inspections and monitoring of display, storage and off-site storage areas.
- Integrated Pest Management Program supplied (this can be provided as part of your preventive conservation plan)
- Monitoring for pests evidenced on site

HANDLING, DISPLAY AND STORAGE (E14-26)

Use appropriate practices to handle collection items
- Appropriate handling precautions in place for staff (this can be included in your staff/volunteer procedures manual)
- Appropriate handling precautions in place for visitors using the collection
Provide appropriate attachment methods, and support and protection for collection items on display and in storage

- Appropriate methods described
- Sound attachment methods evidenced on site

Minimise light and UV damage to sensitive items as much as possible

- Procedures to reduce light and UV damage described
- Light and UV reduction evidenced on site

Allocate appropriate space for safe storage

- Appropriate space (quantity and design) described
- Appropriate storage space evidenced on site

Use appropriate storage equipment for collection items

- Appropriate equipment (quantity and design) described
- Appropriate equipment evidenced on site

Use suitable storage methods and materials for collection items

- Suitable storage methods described
- Suitable storage methods evidenced on site

**F. PUBLIC PROGRAMS**

**ACTIVITIES (F1-2)**

Present and interpret collections through a range of public programs including changing exhibitions

- A range of activities undertaken regularly
- Public programs are relevant to a variety of visitors and/or community groups

**POLICY AND PROCEDURES (F3-4)**

Have a written Exhibition Policy that reflects the range and scale of exhibition activities

- Comprehensive Exhibition Policy

Have a written Exhibition Plan or forward schedule

- Forward planning for a 12-month minimum
Present accurately researched information in all public programs

- Examples of well-researched interpretive material supplied

Have well-maintained exhibitions

- Clean, well-maintained exhibitions are evidenced on site

**EDUCATION (F14-20)**

Have an Education Policy that reflects the range and scale of education activities, including research facilities if these are provided

- Comprehensive Education Policy

Have an Education Action Plan that identifies key objectives and actions to achieve these aims

- Clearly identified Education objectives

- A costed plan to realise objectives for a minimum period of 12 months is in place (this can be included within your museums business and action plan)

Have prepared materials for school groups

- Information and activities for school groups have been developed in consultation with education professionals

**G. MARKETING AND VISITOR SERVICE**

**MARKET PLANNING (G1-2)**

- Have a written Marketing Plan

- Comprehensive Marketing Plan

- Plan is current

- Have an identified member/s of staff responsible for implementing the Marketing Plan

- Duties required to implement the marketing plan have been identified and a staff member/s has been allocated to the tasks

**MARKET RESEARCH (G3-11)**

- Maintain records of visitor numbers

- Records of visitor numbers are available on site

- Demonstrate awareness of current and potential audiences

- Current and potential museum audiences identified (this information should be incorporated into your marketing plan)

**ADVERTISING, PUBLICITY AND PROMOTIONS (G12-13)**

- Undertake marketing and promotion in line with museum scale

- Diverse approaches to marketing and promotion in use

- Examples of promotional material supplied

- Present a consistent, recognisable image of the museum

- Evidenced in publicity material supplied

- Use a promotional brochure

- Provide information on how your museum brochure is used to promote your museum
PUBLIC RELATIONS (G14-17)

Undertake activities within the broader community

- Provide details of community events and activities your museum has been involved in, along with any support your museum receives from the community

Maintain relations with museum stakeholders

- Complete table G16 to indicate what activities and programs you are providing for your museum’s stakeholders

Develop links with other organisations and businesses

- Provide information on the professional museum networks your museum is involved in

VISITOR SERVICES, ACCESS AND AMENITIES (G18-G26)

Foster positive customer relations

- Customer Service Procedures in place (this can be included within your museum procedures manual)
- Training in Visitor Service undertaken

Provide orientation information for visitors

- Procedures for greeting and orienting museum visitors evidenced in on site

Provide appropriate museum signage

- Directional signage to the museum and information signs at the museum are clear and accessible

Facilitate access for visitors with physical disabilities

- It is evident on site that access to your museum for people with physical disabilities has been assessed and changes made where necessary to accommodate their needs

Have written procedures for bookings, general feedback and complaints handling

- Evidence of visitor service procedures supplied as a part of your general museum procedures manual

Have written procedures for dealing with public enquiries

- Procedures are included in your staff/volunteer procedures manual

Keep records of public enquiries regarding the collection

- Records of public enquires regarding the collection available on site