



Item 1

**Minutes of the 75th Session of the Advisory Committee,
ICOM June Meetings in Paris, France
on 6 & 8 June, 2011**

The session opened with an address by Knut Wik, Advisory Committee Chair. He recalled the colleagues and members that had passed away since the last session of the Advisory Committee in Shanghai, and emphasised the great contribution they had made to ICOM. A minute's silence was observed by all participants in memory of these members:

Claude-Nicole HOCQUARD (AVICOM),
Claude Daniel ARDOUIN (AFRICOM),
Donny GEORGE YOUKHANNA (ICOM Iraq),
Pierre MAYRAND (MINOM),
Françoise CACHIN (ICOM France).

The Chair reminded participants of the functions of the Advisory Committee, which include advising the Executive Council on programmes, on ICOM's finances and on matters of general interest to the organisation. He also confirmed his commitment, as Chair, to improving communication between the Executive Council, the Secretariat and the members of the Advisory Committee.

Before moving on to the agenda, he confirmed that the 6 June session of the Advisory Committee would end at 1pm. A second session of the Advisory Committee would take place on 8 June at 9am, just before the General Assembly, where a report from the two meetings of the National Committees and International Committees would be presented.

Item 1: Approval of the agenda

The Chair presented the agenda and confirmed the following additions:

- a comment on ICOM's Internal Rules and Regulations by the Chair of ICAMT
- a presentation of the *International Journal of Intangible Heritage* by the Editor in Chief and the Deputy Head of cultural exchange at the National Museum of Korea.

One member suggested moving Item 9, *Evaluation of the 2008-2010 Strategic Plan*, to just after Item 5, *Report from the Chinese Organising Committee of ICOM 2010*, given the importance of the topic.

The agenda was then approved with the above amendments.

Item 2: Approval of the minutes of the 73rd and 74th sessions of the Advisory Committee, held in 2010

The minutes of the 73rd and 74th sessions of the Advisory Committee were approved as presented.

Item 3: Introduction of the new members of the Advisory Committee

The Chair asked all new National and International Committee Chairs to stand up, and he thanked them for their contribution. The Chairs of the two Regional Alliances present (South East Europe and ICOM Europe) were introduced to the other members. The new Chair of the Affiliated Organisation, Commonwealth Association of Museums, introduced herself.

The ICOM President asked members of the Executive Council to stand so that the participants could see who makes up ICOM's Board.

Item 4: ICOM Membership in 2010: Report and Discussion

The Director General greeted members and gave a report on the 2010 membership. He reminded members that four categories had been set up based on the International Monetary Fund classification. He stated that membership of ICOM had seen significant growth, 6.3% growth between 2009 and 2010. In parallel, there had been an increase of 6% in members of International Committees. In terms of cash flow, he confirmed that there had been delays in receiving fees from some committees but that the Secretariat was working with them to speed up the process.

He stated that ICOM was present in 130 countries. Prior to 2010 there had been National Committees in 117 countries, but that there were now 109 National Committees due to the fact that some committees were under reorganisation. He added that an additional 21 countries, which do not have a National Committee, have ICOM members. In geographical terms, the breakdown was similar to previous years, with a significantly high proportion of European members.

The Director General mentioned that due to the continued growth together with extra cards given to institutional members, approximately 8,000 new cards would be issued in 2011.

The Advisory Committee Chair called on members of International and National Committees to encourage more professionals to join ICOM, especially institutional members.

In response to the report, the following points and questions were raised by members:

- the possibility of richer countries subsidising lesser developed ones, using ICOM Australia as an example;
- the possibility of encouraging membership applications from countries outside Europe;
- the possibility of reducing membership fees in certain countries, in particular for institutional members who don't necessarily feel the benefit of being a part of ICOM;
- some delays encountered in processing membership and waiting lists for cards;
- the potentially misleading statistics on geographical representation of members located in the Caribbean, given that a third of those members can only join ICOM if they join as a European member, for example;
- the possibility of exploring the potential of institutional membership by conducting a survey and communicating on key services;
- the possibility of pushing the analysis further by providing a breakdown of the number of individual members by institutional membership;
- the possibility of receiving stickers at an earlier date, which might help to recruit members earlier;
- the possibility of creating a "friends of" type of membership for people working in a museum who do not have formal qualifications in museology;

- the possibility of publishing a brochure on International Committees to promote their work.

Members also asked for clarification with regard to the number of International Committees a member can join and the official deadline for the transfer of fees.

The Director General responded to the comments and questions by firstly confirming that encouraging members to join ICOM's International Committees was part of the new Strategic Plan 2011 - 2013. To the suggestion that ICOM should develop new services that would attract more institutional members, he responded that this point needed to be developed in terms of both quality and quantity.

As regards the difficulties some members experienced in paying the fees, he underlined that many efforts have already been done to reduce fees for certain countries, but reminded members that it was not only a fee policy change that would produce results. He confirmed that the Secretariat was at the disposal of committees who needed help in processing their payments.

The Director General told members that the additional amount of cards given and the implementation of the new fee policy had required the treatment of numerous transactions and a lot of energy from the Secretariat staff. He confirmed that the Secretariat was working on improving the workflow further.

He reminded participants that a web service was already in place for committees through which they could generate membership statistics.

In response to a question as to whether ICOM could offer a supporting "friends of museums" category, he added that ICOM had signed a Memorandum of Understanding with the World Federation of Friends of Museums (WFFM), which is an international organisation that unites and supports all friends of museums around the world. He also referred to the ICOM Foundation and discussions between the Foundation and National Committees with a view to obtaining individual sponsorship.

The Advisory Committee Chair confirmed that these items would be followed up on in due course.

Item 5: Report from the Chinese Organising Committee of ICOM 2010

The report from the Chinese organising committee was presented by the Chair of ICOM China and the Director of Shanghai Museum. They thanked all those who contributed to the success of the conference and expressed their hope that the Shanghai experience would inspire all other ICOM Triennial Conferences.

He affirmed that Chinese museum professionals benefited from the contact with other colleagues. The final report of Shanghai 2010 underlined the significant attendance: 3,032 participants from 122 countries, the participation of high-level guests, including two former heads of state, of France and Mali. He stated that there were 1,831 Chinese attendees, which will have a positive impact on Chinese museums in the future.

He confirmed that the total income from the General Conference amounted to 24,718,515.39 RMB. Total expenditure was equal to 25,487,675.26 RMB; this included facilities costs, employees' expenses, promotion, publications, trade fair organisation, etc.

Among the achievements, he listed the 18 resolutions adopted, and a newly elected President and Executive Council.

The question was asked whether ICOM or another body picked up the deficit from the General Conference. The Director General confirmed that in accordance with the framework agreement, it was covered by the Chinese Organising Committee.

Item 9: The Evaluation of the 2008-2010 Strategic Plan

The Director General explained that the Evaluation Committee's remit was to review and validate the Strategic Plan 2008 - 2010 on the basis of experience and to make recommendations for the Strategic Plan 2011 - 2013.

He went on to present the item in the absence of Steven Engelsmann, the Chair of the Evaluation Committee. He explained how the Evaluation Committee was formed and that the evaluation itself took into account reports done by National and International Committees and the triennial report. It then took a look at the objectives and the results of ICOM as a whole. The Committee then put a questionnaire online and received responses from 15% of recipients.

The purpose of this evaluation was to be a tool to guide ICOM in the future. Recommendations were made with respect to the values and structure of ICOM. It was felt that a three-year time frame may be too short for many of ICOM's objectives and that the new Plan should provide broader direction for the organisation.

Specific initiatives included creating links between committees and external partners, encouraging best practice websites and formats, increased research and more opportunities for exchange and dialogue.

All recommendations of the Strategic Plan evaluation were taken into account.

Members expressed doubts as to the scope of the plan beyond three to five years, and there was a suggestion that ICOM might simply articulate goals for 2025 in terms of what an ideal ICOM might look like.

There was a question as to how the Code of Ethics could be revised in keeping with the Strategic Plan. The Chair of the Ethics Committee responded that the Code of Ethics was a complicated issue and takes a long time to revise. She also confirmed that training on ethics has existed since 2008.

The Advisory Committee Chair stated that the President would come back to the Strategic Plan during the General Assembly.

Item 6: Report on Support to the ICOM Network Programmes

The rapporteur of the Peer-Jury, Carlos Roberto Brandão, presented the item. He explained the timeline: on 15 December, the first call for applications was made, on 25 February, all applications were submitted and that the Peer Jury met on 11 and 12 April. In early May 2011, the results were communicated. For special projects, 30 applications were received, and 19 grants were awarded ranging from 1,000 to 5,000 euros.

Recommendations for special projects included the following:

- encouraging comprehensive projects involving several ICOM committees with a regional approach;
- providing specification regarding the target audience, participants' profiles and the implementation of the project;
- ensuring submission of activity reports on the projects financed the previous year;
- publishing best practices online, illustrated by two or three examples.

In terms of the general bursary programmes, 23 representatives of National Committees were invited to participate in the June meetings and there was support for 12 young members to participate in the International Committees' annual conferences.

Five specific bursary programmes were made possible thanks to the Getty foundation for the ICOM CC conference in Lisbon; the CIDOC conference in Sibiu; the INTERCOM conference in Copenhagen; the CIMAM conference in Ljubljana, Zagreb and Sarajevo; and the 4th *Inclusive Museum* International Conference in Johannesburg.

Some members expressed their difficulty with the deadlines set, specifically for the young members programme. The rapporteur reiterated the importance for International Committees to divulge the date of their meetings on time.

Item 7: ICOM and Emergency Situations – Organisation and actions taken

7.1 The Programmes Director from ICOM Secretariat presented the actions taken by ICOM in response to emergency situations. She spoke of the various types of emergency situations, the challenges they pose, and the preventative measures. She discussed how ICOM Secretariat works with ICOM's Disaster Relief Task Force to monitor the global situation and ensure appropriate action. She provided an overview of the current situation and actions being taken in Tunisia, Egypt, Syria, Cote Ivoire, New Zealand, Libya, Japan and Yemen, which include the production of an Emergency Red List of Egyptian Cultural Objects at Risk, and the preparation of Museum Watch Lists for the other affected countries.

7.2 The Vice-chair of ICOM Japan expressed his thanks to museum colleagues for their support since the earthquakes on 11 March. As of 13 May, he stated that 204 museums were damaged, or a total of 400 museums if small damages were taken into account. He stated that the total damage was worth 2bn US dollars for 200 museums. Many temporary exhibitions were also stopped due to the incident at the nuclear power plant. He finished by asking for the continued support of colleagues in the future.

7.3 The Director General presented the International Committee of the Blue Shield, which is made up of the following non-governmental organisations: the International Council of Archives, the International Council of Museums, the International Council of Monuments and Sites, the International Federations of Library Associations and Institutions and the Co-ordinating Council of Audiovisual Archives Associations. As President of ICBS, he also outlined the ICBS's missions and its actions in emergency situations, namely to facilitate international response, encourage safeguarding by issuing official Blue Shield statements for specific cases of heritage at risk, training experts for prevention, control and recovery; and consulting and co-operating for the protection of cultural heritage.

Members in attendance were informed of the upcoming ICBS conference in Seoul, Korea, which would be co-hosted by the National Museum of Korea and ICOM Korea.

There was a request as to whether it would be possible to produce a disaster preparedness kit for ICOM countries so they can be prepared. The Director General responded that the members of ICBS are keen to respond in due respect, but that ICOM needs to develop adequate resources.

Item 8: Preparation of the 2016 General Conference tender

The Director General stated that the bidding process for ICOM's 24th General Conference in 2016 was not yet open. He stated that a bidding manual would be sent out and reminded members of the bidding timeframe as follows:

End of July 2011: bidding manual to be sent out

Mid October 2011: Deadline for receiving the letter of intent to bid for the host of the General Conference 2016

Mid January 2012: deadline to receive bids

March 2012: site inspection of the candidate host cities

June Meetings 2012: voting for the host city

Item 10: Presentation of the new Dictionary of Museology

The Director General presented the Encyclopaedic Dictionary of Museology, the result of many years of research by ICOM's International Committee for Museology (ICOFOM). The Dictionary is published by Armand Colin in French and was edited by ICOFOM members André Desvallées and François Mairesse.

He also mentioned that Armand Colin were present with a stand just outside the meeting room where they could greet and present the dictionary to interested parties.

Item 11: Presentation of the advisory thematic panels and workshops

The Director of Communications and Network Promotion at ICOM Secretariat explained the advisory thematic panels that would take place in the afternoon. She explained that the objective was to encourage participants to come up with new ideas and practical proposals for developing ICOM on the themes of sustainable development, ethics and research. She stated that the results of the panels would be presented on the following day during a 1.5-hour plenary session.

Item 12: Standards of museum documentation (CIDOC)

The Chair of CIDOC presented two initiatives:

- database of linked objects;
- principles of museum documentation.

He stated that these initiatives had come out of the CIDOC working groups in recent years, and that he was preparing the ground for a resolution in Rio and calling for members' support.

He felt it was necessary to expand on the principles of documentation in order to provide a way of identifying museum objects, usable in an internet context, and to track ideas and locate details.

As documentation is sometimes neglected, CIDOC wanted to raise the profile of documentation by making it clear why people should add specific documentation standards in museums.

The document is aimed at museum directors. Although documentation is costly in terms of financial and human resources, he underlined the necessity of raising its profile.

Miscellaneous

The Chair of ICAMT took the floor to reopen the discussion on ICOM's Internal Rules and Regulations and specifically Article 9, Elected and nominated members Charter.

He recommended that the Executive Council undertake a consultation of the membership before finalising changes to the Statutes and Rules and Regulations.

The Chair of the Ethics Committee reminded members of the specific role and status of the Ethics Committee within ICOM, and also that the Ethics Committee must uphold the values of ICOM.

The President of ICOM, Hans-Martin Hinz, responded to these additional comments by stating that no immediate recommendations could be given but that they would be discussed within the Executive Council. He also mentioned that the external legal counsel would follow up on the request.

The session ended with a presentation of the *International Journal of Intangible Heritage*, Vol 6. The Editor in Chief encouraged members to disseminate the journal and to spread the word beyond the Advisory Committee. Yi Kwon, Deputy Head of cultural exchange at the National Museum of Korea thanked the Advisory Committee Chair for providing the chance to present the journal and acknowledged the steps ICOM had taken to improve awareness of intangible heritage.

Additional session of the Advisory Committee on 8 June, 2011

The Advisory Committee Chair re-opened the Advisory Committee meeting to allow a presentation of the report and recommendations from the separate meetings of the National and International Committees, as outlined in Appendix 1 and 2 respectively.

The Advisory Committee Chair confirmed that the recommendations were received and that they would be presented to the Executive Council that afternoon.

The Advisory Committee session was then officially closed.

Appendix 1: National Committees' Recommendations

1. Membership Development

1.1 Concerns

- Delay in processing membership
- Need to clarify various categories of membership
- Need to adapt to changes museum community is facing

1.2 Benefits

- For Category 4 countries, reduced membership fee resulted in increasing members in certain countries
- Creation of new categories for affiliated members, survey to assess they continue to meet criteria
- Student category to bring in younger new members
- Public services, such as Red lists and emergency responses, are of mutual benefit for all of the museum community.
- Code of Ethics

2. ICOM art and cultural mediation programme

National Committees (NCs) will actively collaborate in the promotion and dissemination of the new mediation programme.

3. Museum Day 2014

- Museum Ethics
- Museums & Society
- Museums for Sustainable Society
- Museum Collections Make Connections

Global recommendations

4. Agenda for NCs' meeting should be sent out early so that the group can prepare for discussion.
5. NCs request that the Chair of the Advisory Committee see that an email list or web-based communication platform is created specifically for the Chairs of NCs so that they can communicate during the year and use it to work on agenda items not covered during the NC meeting.
6. The Vice-Chair will create a working group to work on remaining agenda items.

Appendix 2: International Committees' Recommendations

1. Standing Committee on International Committees

We understand that the Standing Committee on International Committees may be abolished or replaced. We request a detailed proposal on the replacement and the opportunity for consultation before changes are implemented.

2. Financial status of International Committees

2.1 We request that, within 3 months, a review is carried out and circulated on the current banking arrangements of International Committees within ICOM.

2.2 We request that, within 6 months, ICOM reviews procedures and is prepared for any International Committee that wishes bank with ICOM.

2.3 The post of treasurer within all International Committees is officially recognised within ICOM.

3. Legal status of International Committees

We request a position paper on the future creation of legal status for International Committees in ICOM by 1 December, 2011.

4. Subventions and funding

4.1 We request a clear statement of the criteria and principles for current and future funding of International Committees by 1 October, 2011.

4.2 In the future, we request a year's notification of any substantive changes.

4.3 We request a published timetable for reporting and disbursements (subventions).

4.4 We request that Committees receive feedback on reports within 2 months of submission.

4.5 We request that details of funding to committees be published.

5. Support for International Committees

5.1 We request a dedicated person within the Secretariat for International Committees.

5.2 We request the swift implementation of internet communication for International Committees by 1 October, 2011.

5.3 We recommend that ICOM Secretariat analyse the ICOM database and provide a requesting committee with a list of institutional members and other recognised institutions that have no members in that Committee.