



## **MEDIA RELEASE**

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### **EXCITING NEW INITIATIVES FOR SINGAPORE'S MUSEUM AND HERITAGE INDUSTRY**

*New developmental opportunities and national recognition for players in the industry which will further promote and strengthen the heritage ecosystem*

**16 September 2010** – Singapore's museum and heritage scene is set to strengthen with the National Heritage Board's (NHB) new museum manpower capability development programmes, and the introduction of the first ever national accolade dedicated to Singapore's museum and heritage sector – the Museum Roundtable (MR) Awards for 2011.

Such exciting news comes in the wake of record-breaking visitorship to museums and galleries under the MR. In FY2009, visitors to the 53 MR museums hit an all-time high of seven million. This was made possible with the generous support of the private sector, as well as strong government assistance in the form of heritage initiatives such as NHB's Heritage Industry Incentive Programme (HI<sup>2</sup>P).

Since its launch in 2008, HI<sup>2</sup>P has grown from strength to strength with more than 50 successful applicants to date. During its pilot phase, HI<sup>2</sup>P supported nine projects by providing funding of S\$500,000. Over the past year, the number has increased almost four-fold with the successful launch of 32 projects, and a total business spending of close to S\$6 million.

#### **Building Manpower Capability and Enhancing Thought Leadership**

NHB is embarking on a concerted effort to develop the manpower capabilities of museum professionals. Following the completion of its first Museum Manpower Capability Survey in July 2010, NHB has identified the capability requirements of museums in Singapore, and will formulate training and development plans to address the needs of the museum sector.

As part of its new museum manpower capability development programme, NHB will focus on skills upgrading for both public and private museums, as well as thought leadership by building up research and scholarship on museology and the arts, culture and heritage of Singapore, Southeast Asia and Asia.

#### **Paying Tribute to Singapore's Public and Private Museums**

Since its inception in 1996, the MR has witnessed an impressive growth in membership from 12 members to over 50 members today. The composition of MR membership ranges from NHB national museums and public institutions, to private museums and galleries. Over the years, MR members have continuously and conscientiously built on their exhibition, programming, curatorial and marketing skills.

It is therefore timely to announce the launch of the inaugural MR Awards for 2011 to recognise excellence in the museum sector, celebrate museum best practices and innovation, and enhance the local and international profiles of the MR members.

There will be four categories for the MR Awards and they are as follows:

- 1) Best Exhibition;
- 2) Best Education and Outreach Programme;
- 3) Best Promotion and Marketing; and
- 4) Best Overall Experience

For each category, there will be two winners, one from the public museums/galleries and one from the private museums/galleries. NHB will be releasing more information about the MR Awards 2011 at a later date.

#### Building Buzz for the Heritage Business

NHB is also organising the third Business of Heritage Conference on 16 September 2010 to enhance the professional skills and capabilities of the museum industry, and provide networking opportunities for local heritage players.

The one-day conference will feature renowned museum professionals and thought leaders from the United States, the United Kingdom and Japan who will share insights on how museums can stay relevant in today's changing world, as well as local heritage entrepreneurs who will talk about branding heritage products and leveraging on social media to promote the heritage sector.

The conference will also feature the first ever Heritage Mall. Some of the HI2P products on showcase include the Heritage Wedding Gallery, a new private museum dedicated to showcasing Chinese wedding rituals and items from ancient times; a documentary of old Singapore by acclaimed local filmmaker Royston Tan; and a series of interactive mobile heritage trails covering Singapore River and the Civic District.

"I am happy to note that in the past three years, the Business of Heritage Conference has not only been able to attract a regular pool of participants, but also many new applicants from various industries. This, I believe, stems from a growing awareness of the potential of the heritage sector and the many opportunities it brings. The healthy growth in the number of private museums

and heritage ventures also bodes well for Singapore's museum and heritage scene, and I hope today's conference will contribute to the sustainability of our heritage sector," says Mr Michael Koh, Chief Executive Officer, NHB.

- *For details and programme of the Business of Heritage Conference 2010, please refer to **Annex A**.*
- *For bios of speakers and panelists attending the conference, please refer to **Annex B**.*
- *For HI<sup>2</sup>P projects supported in FY2009, please refer to **Annex C**.*
- *For more information on NHB's Museum Manpower Capability Survey, please refer to **Annex D**.*

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### **About the Heritage Industry Incentive Programme (HI<sup>2</sup>P)**

Managed by the National Heritage Board, the Heritage Industry Incentive Programme or HI<sup>2</sup>P encourages the development of new and innovative heritage inspired products and services. It also seeks to seed new museum and heritage ventures, enhance museum galleries and programmes, and encourages the development of new audiences. Visit [www.hi2p.sg](http://www.hi2p.sg) for more information.

### **About the National Heritage Board**

The National Heritage Board (NHB) champions the development and promotion of a vibrant cultural and heritage sector in Singapore. It makes heritage enriching, relevant and accessible to all through staging innovative programmes and forging partnerships. NHB leverages on technology and refreshing new approaches to make heritage more dynamic, alive and exciting. It also manages both national and public museums, the National Archives of Singapore, and the Heritage Conservation Centre. NHB was formed on 1 August 1993 as a statutory board under the Ministry of Information, Communications and the Arts (MICA).

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**Singapore's Business of Heritage Conference 2010**

To spur innovative heritage ventures, the Business of Heritage Conference 2010 will be held at the National Museum of Singapore on 16 September 2010 and the theme of the conference will be "Sustainability of Museums and Heritage Businesses." The Guest-of-Honour for the conference will be Mr Sam Tan, Parliamentary Secretary for Information, Communications and the Arts, as well as Trade and Industry.

This year, the conference will explore the sustainability and relevance of the museum and heritage sector. Through inspiring examples of heritage entrepreneurship and museum operation, it will focus on strengthening the foundation established, leading industry players to the next stage of growth and development.

The keynote speakers this year, Mr Philip M. Nowlen, Executive Director of The Getty Leadership Institute (USA), and Mr Simon Cronshaw, Co-Founder and Managing Partner of CultureLabel.com (UK), will share useful insights on staying relevant in today's changing world.

The Business of Heritage Conference 2010 will also feature the first ever Heritage Mall showcasing over 20 innovative heritage and museum products co-funded by NHB's Heritage Industry Incentive Programme (HI<sup>2</sup>P), an assistance scheme that seeks to develop, enhance and grow private and people sector players in the heritage ecosystem.

And as part of NHB's new museum manpower capability development programmes, two Museum Masterclasses and a Distinguished Speaker Series will be held on 17 September 2010 after the conference.

Participants of the Business of Heritage Conference 2010 can expect more synergy in encouraging private collectors and museum operators to anchor themselves in Singapore as well as in attracting more creative products and investments.

**Date: 16 September 2010 (Thursday)**  
**Time: 9.30 am to noon (For media friends)**  
**9.30 am to 5.00 pm (For participants)**  
**Venue: National Museum of Singapore**

**Programme for NHB's Business of Heritage Conference (For Participants)**

**0845**            ***Registration of Delegates***  
*Gallery Theatre, Basement 1*


**0930**            ***Opening Address by***  
  
*Mr Michael Koh*  
*Chief Executive Officer*  
*National Heritage Board*


*Guest-of-Honour*


Mr Sam Tan  
Parliamentary Secretary  
Ministry of Information, Communications and the Arts,  
and Ministry of Trade and Industry

- 0945**      **Moving Forward: Even When Values Collide**  
*Keynote Speaker: Mr Philip M. Nowlen*  
*Executive Director*  
*The Getty Leadership Institute, USA*
- 1030**      **Staying Relevant and Appealing: Revitalising a Heritage Brand**  
*Ms Melanie Lee*  
*Head of Training Delivery*  
*Gryphon Tea Company, Singapore*
- 1115**      **Tea Break**
- 1130**      **The Art of Curation: Meeting the Needs of Audiences Today**  
*Mr Yoshi Miki*  
*Independent Curator*
- 1215**      **Lunch & Networking**
- 1400**      **Revolutionising Your Business: The CultureLabel Way**  
*Keynote Speaker: Mr Simon Cronshaw*  
*Co-Founder/ Managing Partner*  
*CultureLabel.com, UK*
- 1445**      **Beyond Museums: Your Role in Promoting Our Heritage**  
*In conservation with recipients of the Heritage Industry Incentive Programme (HI<sup>2</sup>P)*  
*Panellists: Mr Aun Koh, Mr Chua Shenzi, Ms Diana Francis, Mr Seow Hwey Min*
- 1600**      **Tea Break**
- 1615**      **Old Stories, New Media: Harnessing Social Technologies for the Heritage Cause**  
*Mr Walter Lim*  
*Director, Corporate Services*  
*The National Art Gallery, Singapore*
- 1700**      **End of Conference**

**Bios of Keynote Speakers and Guest Speakers**

Name	Designation	Bio	Topic for Conference:	Photograph
<b>Keynote Speakers</b>				
<b>Mr Philip M. Nowlen</b>	<b>Executive Director The Getty Leadership Institute, USA</b>	<p>Amidst global environmental changes, museums have always stood the test of time in staying relevant and connecting with visitors. In recent times, it is increasingly challenging for museum leaders to address differences in values amongst various stakeholders in the industry. Philip will provide insights that these variances may not necessarily be unwelcomed, as they present both growing complexities as well as opportunities for the industry.</p> <p><i>Philip has had a distinguished career as a teacher and leader in several first-tier American universities. He began working with the J. Paul Getty Trust in the early 1980s to design professional development opportunities for leaders in the museum field. This work grew into the Getty Leadership Institute which is now associated with Claremont University's Graduate Division. Philip has written widely about how to design learning experiences for adult professionals and executives with a view towards having an impact on individual behavior and organisational performance.</i></p> <p><i>The Getty Leadership Institute (GLI) at Claremont Graduate University is a leading source of continuing professional development for current and future museum leaders. GLI was created to respond to the growing</i></p>	<b>Moving Forward: Even When Values Collide</b>	

		<p><i>complexities faced by leaders of museums and other nonprofit institutions. New technologies, shifts in philanthropic patterns, and a vigorously competitive environment challenge institutional leaders to think strategically. Through several key offerings, the GLI provides opportunities for museum professionals, board members, academics, philanthropists, and public officials to come together to question, learn, and plan.</i></p>		
<p><b>Mr Simon Cronshaw</b></p>	<p><b>Co-Founder / Managing Partner CultureLabel.com, UK</b></p>	<p>Consumers are demanding more and better interactions with cultural content, experiences and brands. Yet they represent a complex challenge for even the savviest of businesses. How can over-stretched cultural organisations recognise consumer needs, exceed their desires, leverage a sustainable source of income and maintain special relationships with their audiences? Simon will be highlighting key trends in the culture sector, and asks what the future may hold for Singapore.</p> <p><i>Co-founder of CultureLabel.com, Simon possesses a strong track record in consumer insight. His specialist research area is in understanding the changing nature of cultural consumption, especially concerning digital supply and demand. With first class honours in History from Emmanuel College, Cambridge, and Masters in Creative &amp; Media Enterprise at the University of Warwick, he has worked with a wide range of culture institutions to devise positioning and revenue strategies, and to support the development of consumer-facing cultural content online and offline.</i></p> <p><i>CultureLabel.com is a one-stop-culture-shop, bringing consumers an edit of products available from over 70 leading museum shops, galleries, artists and culture institutions from around the world. The company aims to</i></p>	<p><b>Revolutionising your Business: The CultureLabel Way</b></p>	

		<p><i>plant 'cultural shopping' in the mind of every consumer looking to find that ideal buy. At the core of CultureLabel lies a fruitful marriage that mixes commercial expertise with cultural excellence. Shopping is at the heart of the company's drive to encourage cultural entrepreneurship in the museums and arts organisations they partner with.</i></p>		
<b>Guest Speakers</b>				
<p><b>Ms Melanie Lee</b></p>	<p><b>Head, Training Delivery, Gryphon Tea Company, Singapore</b></p>	<p>How does a traditional brand leader stay competitive in an environment where consumers are getting savvier and more overwhelmed for choices? Melanie will share on how Gryphon Tea Company has been able to introduce ground-breaking innovation, using astute marketing strategies to attract and delight the palate of seasoned tea drinkers and young consumers.</p> <p><i>As head of the Training Delivery team, Melanie conducts interactive tea training workshops to Gryphon's food service customers. This complements Gryphon's marketing strategies in changing the perceptions of this ancient, celestial drink and gaining new consumers and connoisseurs. Applying her prior work experience in education and marketing, Melanie is part of the vibrant team that is steering Gryphon Tea Company to its success.</i></p> <p><i>The Gryphon Tea Company is founded with a mission to make high quality gourmet teas accessible to as wide an audience as possible. Gryphon Tea traces its roots to its parent company, Lim Lam Thye, established in early 1900s, a well reputed and certified tea manufacturer and exporter. Gryphon Tea aspires to be a tea lifestyle company driven by the desire to present innovative gourmet food products using tea as an ingredient. Some of the top hotels and restaurants in Singapore are listed</i></p>	<p><b>Staying Relevant and Appealing: Revitalising a Heritage Brand</b></p>	

		<i>as the company's long time customers.</i>		
<b>Mr Yoshi Miki</b>	<b>Independent Curator</b>	<p>No other institution besides a museum would receive such a diverse range of audience from young couples, school groups, to families and grandparents with grandchildren. Faced with the challenge of varied consumer preferences and expectations, Yoshi will share on opportunities the art of curation may bring to develop three generation of audiences.</p> <p><i>Yoshi has built his career in the United States holding various positions in museums such as the Boston Children's Museum, Seattle Art Museum and Japanese American National Museum. He later moved on to work with the Japanese National Museum, where his most recent title is Senior Curator and Director of Exhibitions at National Institutes for Cultural Heritage, Kyushu National Museum. He currently serves as a curatorial consultant for the Canadian Museum of Civilization and a visiting professor for the National Museum of Japanese History.</i></p> <p><i>Besides curating exhibitions to introduce Japanese arts and culture in Asia, North America and Europe, Yoshi, whose passion lies in family and young audience, has successfully developed an interactive education centre and consulted museum-related educational programs. He teaches museum studies at universities and trains mid-level museum staff. Yoshi lives in San Francisco.</i></p>	<b>The Art of Curation: Meeting the Needs of Audiences Today</b>	
<b>Mr Walter Lim</b>	<b>Director, Corporate Services The National Art Gallery, Singapore</b>	<p>The emergence of social media has presented countless opportunities for museums to stay relevant and connect with their audiences. But not every social media strategy or campaign is successful. Walter delves into the state of museums' social media engagement, and will be highlighting the tactics used to embrace online</p>	<b>Old Stories, New Media: Harnessing Social Technologies for the Heritage</b>	

		<p>audiences.</p> <p><i>With over 15 years of working experience in the fields of marketing, corporate communications, industry development and strategic planning, Walter currently heads the Corporate Services Division in The National Art Gallery, Singapore. Prior to this appointment, Walter was the Director of Corporate Communications and Industry Promotion at the National Heritage Board (NHB), handling branding, media relations, marketing communications, social media outreach, industry development and international relations. Under his leadership, NHB reached out to new audiences, revitalised its corporate brand, and harnessed the power of social media.</i></p> <p><i>The National Art Gallery, Singapore is a new visual arts institution which will contribute towards positioning Singapore as a regional and international hub for visual arts. It manages the world's largest public collection of modern Southeast Asian and Singapore art. The Gallery focuses on displaying, promoting and researching these artworks, relating them to the wider Asian and international contexts, and hosting international art exhibitions. Situated in the heart of the Civic District, the City Hall and adjacent former Supreme Court Building, the National Art Gallery is anticipated to be completed by 2013.</i></p>	<b>Cause</b>	
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## Annex C

### List of Projects Funded Under the Heritage Industry Incentive Programme (HI<sup>2</sup>P) for FY 2009

S/N	Applicant	Project
<b>Museums</b>		
1.	Singapore Precision Industries Pte Ltd (Singapore Mint)	<p>Development of the <b>Singapore Coins and Notes Museum</b></p> <p><i>The museum was opened in July 2009 and is located at Trengganu Street in the heart of Chinatown. The museum showcases the history behind each Singapore note and coin.</i></p>
2.	World of Fortune	<p>Development of the <b>Heritage Wedding Gallery</b></p> <p><i>The gallery is located at New Bridge Road and features traditional Chinese wedding customs.</i></p>
3.	The Singapore Scout Association	<p>Development of the <b>Scout Discovery Centre</b> and <b>Centennial Book</b></p> <p><i>The newly launched gallery is located in the Scout Centre at Bishan and is open to the public. The Centennial Book is currently in the works and will be released later this year.</i></p>
<b>Publications</b>		
4.	Rumah Bebe Pte Ltd	<p>Publication of a book titled <b>Peranakan Beadwork – My Heritage</b></p> <p><i>The book is not just a history of the art of Peranakan beadwork but an instructional guide to the handicraft.</i></p>
5.	Singapore Heritage Society	<p>Publication of a book titled <b>Gedung Kuning: Memories of a Malay Childhood</b></p> <p><i>The book is written by Hidayah Amin, whose family owned and lived in the Yellow Mansion. It is one of the first English language books on the Malay community.</i></p>
6.	Eu Yan Sang International Ltd	<p>Publication of a book on the life of Eu Tong Sen titled <b>Path of the Righteous Crane: The Life &amp; Legacy of Eu Tong Sen</b></p>

		<p><i>Eu Tong Sen is the son of Eu Kwong, Eu Yan Sang International's founder. Eu Tong Sen was responsible for growing Eu Yan Sang into the company that many know today. A prominent business tycoon who supported the British during World War I, his life story will present one with a keen sense of what Singapore's early history was like.</i></p>
7.	Pagesetters Services Pte Ltd	<p>Publication of a series of two children's books titled <b><i>Our Pioneer Artists</i></b></p> <p><i>The books will introduce children to Singapore's pioneer artists such as Georgette Chen. They will also draw reference to artworks by the two artists exhibited at the Singapore Art Museum. The first book featuring Georgette Chen is completed and the second is in the works.</i></p>
8.	RT + Q Architects	<p>Publication of a coffee table book tentatively titled <b><i>30 Art Friends – Appreciating Southeast Asian Art</i></b></p> <p><i>An initiative by Mr Quek Tse Kwang of RT + Q Architects, the book features essays by 15 local artists and 15 Malaysian artists on their art pieces.</i></p>
9.	Still Mill Publishing	<p>Publication of a book on old photos of Chinatown c.1984 titled <b><i>Small Town, Big Town</i></b></p> <p><i>The book will feature a collection of photos taken by Weng in the mid-1980s.</i></p>
10.	Select Books Pte Ltd	<p>Development of a series of three children's guide books on specific museums in Singapore tentatively titled <b><i>Museums!: Guides for Children</i></b></p> <p><i>The series is designed for kids to enjoy the offerings in our museums.</i></p>
11.	Ate Media Pte Ltd	<p>Publication of <b><i>Chinatown – Recipes and Stories from an Iconic Neighbourhood</i></b></p> <p><i>The book will feature recipes and stories from heritage hawkers in Chinatown.</i></p>

12. Ate Media Pte Ltd	<p>Publication on the <b>Singapore Memories of Taste Literary</b> series</p> <p><i>This five-book series will feature some of Singapore's celebrity F&amp;B professionals, including KF Seetoh and Peter Knipp.</i></p>
13. ORO Editions Pte Ltd	<p>Publication of a guide book titled <b>101 Must-Do Activities in Singapore</b></p> <p><i>This promises to be a fun book that guides the reader through Singapore, allowing one a true sense of local life through historical, cultural, experiential, epicurean, and hands-on activities. The book is targeted at tourists of all ages, locals with a sense of fun, and expatriates who have recently moved to Singapore.</i></p>
14. Ink Arts Pte Ltd	<p>Publication of <b>Fragments in Time</b></p> <p><i>The proposed publication seeks to document artist Kumari Nahappan's art practice of 20 years and will feature 50 paintings, 50 sculptures, five installations and five public commissioned works by the artists. Some of these artworks are already in the collections of local and international private collectors and institutions, including the Singapore Art Museum.</i></p>
15. Singapore Heritage Society	<p>Publication of <b>Spaces of the Dead: A Case from the Living</b></p> <p><i>This publication seeks to document the history of the cemeteries in Singapore. The society has gathered writers from various disciplines to present articles on the cemeteries across Singapore. It is an overview that will take on a factual approach to some of the key issues on the topic. Some of the prominent contributors include archaeologist Dr John Miksic, Professor Brenda Yeoh from the National University of Singapore's Department of Geography, as well as Associate Professor Johannes Widodo.</i></p>
<b>TV Programmes/Media</b>	
16. The Moving Visuals Co Pte Ltd	Development of a documentary titled <b>Lost</b>

<b>Images</b>	
<i>The documentary will feature footages of scenes of Singapore and Southeast Asia collected by Dr Ivan Polunin during the period 1950 to 1973.</i>	
17. Singapore Chinese Opera Museum Pte Ltd	<p>Development of a <b>video on the history of Chinese opera in Singapore</b></p> <p><i>This documentary is an introduction to the history of Chinese opera in Singapore.</i></p>
18. PIP Productions	<p>Development of a TV programme titled <b>Great Inherited Family Treasures</b></p> <p><i>This proposed TV programme will feature ordinary Singaporeans and the heirlooms in their own collections.</i></p>
<b>Exhibitions/Programmes</b>	
19. Social Lab Ltd	<p>Development of a <b>Dialogue in the Dark exhibition</b></p> <p><i>Dialogue in the Dark is an experiential exhibition that uses visually impaired guides to lead visitors through different settings in total darkness. This is a franchise of the original Dialogue in the Dark museum in Germany and will be based in the Ngee Ann Polytechnic. This unique exhibition will allow visitors to explore Singapore's history and culture through the experiences of the visually impaired.</i></p>
20. The Peranakan Association	<p>Development of <b>PeRUN!akan</b></p> <p><i>This is a part online, part 'Amazing Race' activity designed for youths from 16 to 24 years of age. The project was one of the many fringe activities that were part of the Peranakan Festival 2009.</i></p>
21. Eu Yan Sang International Ltd	<p>Development of an exhibition titled <b>The Life and Legacy of Eu Tong Sen</b></p> <p><i>The exhibition was first held at the National Library from 22 July to September 2009. It will then travel around selected venues in Singapore, before moving to Malaysia and</i></p>

		Hong Kong.
22.	Singapore OH Pte Ltd	<p>Development of <b>Open House!</b></p> <p><i>An art show curated in residential shophouses along Niven Road featuring works from private collectors.</i></p>
23.	The Design Society	<p>Development of various <b>outreach programmes on Singapore's design heritage</b></p> <p><i>The society staged a 100 Icons exhibition in January 2009 and launched the first issue of its journal.</i></p>
<b>Trails/Tours</b>		
24.	Waalkz Pte Ltd	<p>Development of <b>iPhone application</b></p> <p><i>The proposed application combines elements of a walking guide and an interactive audio heritage tour.</i></p>
25.	LDR Pte Ltd	<p>Development of <b>interactive mobile heritage trails</b> for the Singapore River and Civic Districts 1 and 2</p> <p><i>Inspired by the Amazing Race, the interactive trails are styled as a team-building activity for participants.</i></p>
26.	Thinkscape Pte Ltd	<p>Development of two trails – <b>Tall, Taller, Tallest</b> and the <b>Kampong Glam Heritage Trail</b></p> <p><i>The trails, Tall, Taller, Tallest and the Kampong Glam Heritage Trail, are designed for schools.</i></p>
<b>Merchandise</b>		
27.	NewUrbanMale.com Pte Ltd	<p>Development of t-shirts under the <b>NUM X NHB Collection</b></p> <p><i>The four series of t-shirts will feature heritage themes such as traditional games and our monuments. Of the four, two have been released.</i></p>
28.	Lim Lam Thye Pte Ltd	<p>Development of <b>limited Heritage Art Series packaging for Gryphon Tea</b></p>

		<i>Gryphon Tea engaged three local artists to produce art pieces inspired by our museums. These are then converted into packaging.</i>
29.	The Good Earth Collection Pte Ltd	Development of <b>Peranakan-inspired merchandise</b>  <i>Development of lifestyle merchandise inspired by the Peranakan Museum and Peranakan culture.</i>
30.	FatCat Designs Pte Ltd	Development of <b>merchandise featuring paintings by Diana Francis</b>  <i>The merchandise will feature paintings of Singapore's heritage buildings and precincts created by artist Diana Francis.</i>
<b>Games</b>		
31.	Monsters Under the Bed Pte Ltd	Development of the <b>Battle Box</b> game  <i>The game is a military-style card game which allows players to re-enact various battles fought in Singapore during World War II and the Communist Insurgency.</i>
32.	Monsters Under the Bed Pte Ltd	Development of <b>Forgotten Stories: Legends &amp; Lore</b> game  <i>This game features local folklore and is designed to fit diverse demographics to invite our youths to discover the depth and wealth of Singapore's heritage.</i>

## **Findings of Museum Manpower Capability Survey 2010**

### **Aim**

The objectives of the Museum Manpower Capability (MMC) Survey are to identify the manpower capability gaps and training needs of the Museum Roundtable members. The National Heritage Board (NHB) hopes to leverage on the survey findings to formulate training and development programmes to cater to the needs of museums in Singapore.

### **Background**

2. In June 2010, the Industry Development Division conducted the NHB's first MMC Survey. The survey was sent to all 54 Museums Roundtable members and a total of 25 respondents participated in the survey.

### **Research findings**

3. In the survey, the respondents were asked to rank the capabilities that were important to their museums and the top 5 capabilities identified by the survey were: Understanding Visitors, Exhibition Designs, Curation, Marketing and Collections Management.

4. In the category of immediate (1 – 2 years) training needs, more than half of the respondents requested for training in Curation (57%), Marketing (54%), Tour Management Skills (54%), Understanding Visitors (50%), Recruiting/Working with Volunteers (50%) and Exhibition Design (50%).

5. In the category of long term (5 – 10 years) training needs, the key areas identified were Collections Management (46%), Business Development Skills (46%), Exhibition Design (36%), Retailing Experience (32%) and Fundraising (32%).

6. The survey respondents also provided feedback on constraints in staff training which included the lack of relevant training courses, manpower constraints, lack of awareness about the training courses available and insufficient budget.

7. Overall, the NHB is heartened by the fact that 86% of the survey respondents indicated their commitment to send their staff for training if the relevant training courses were available.

### **Conclusion**

8. Based on the findings of the MCC survey, the NHB will be organizing museum masterclasses to address the short-term training needs of the MR members. At the same time, the NHB will leverage on the survey findings to develop an industry-based manpower capability development plan to meet both the short-term and long-term training needs of museums in Singapore.