



# 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  
*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**

*Diana Lorentz – Director, Jervis Bay Maritime Museum*

- 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?**  
*Em Blamey – Creative Producer, Interpretation and Design ANMM*
- 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 **Launching the [CREST](#) into the pond**
- 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) *Eden Killer Whale Museum Jodi White – Collection Manager*

SA: (TBC) *Deb Alexander – Mannum Dock Museum of River History*

VIC: (TBC) *Lyn Pasquier – Maritime Museums of Victoria*

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

1pm - 3pm ***Anyone interested to stay for the following sessions is welcome***

What Floats Your Boat – Workshop (for local / regional attendees)	Post Vessel Restoration: (for those with operational vessels)
<ul style="list-style-type: none"> <li>- Sabina Escobar (ANMM)</li> <li>- Em Blamey (ANMM)</li> </ul>	<ul style="list-style-type: none"> <li>- Peter Rout (ANMM)</li> <li>- Alan Edenborough (SHF)</li> </ul>
<p>1pm – 3pm</p> <p>Focused on skills to help with the preparing a submission for the Travelling Exhibition – What Floats Your Boat.</p> <p>i.e. writing for exhibitions.</p>	<p>1pm – 3pm</p> <p>Topic 1: Australian Maritime Safety Authority (AMSA) requirements for a floating vessel.</p> <p>Topic 2: Visitor Safety on and off the water.</p> <p>Topic 3: What insurance does the Museum need for visitors on the water.</p>