

ASIA-EUROPE MUSEUM NETWORK STRATEGIC PLAN 2018 - 2020

Endorsed by the ASEMUS Executive Committee on 24th November 2017

The mission, objectives, values, roles and responsibilities of Asia-Europe Museum Network (ASEMUS) are articulated in the ASEMUS Guidelines (see Appendix).

Strategic Focus Areas

COLLECTIONS: ASEMUS' strength lies in its collections, which remind the world of the historical ties between Europe and Asia, and the shared heritage of these two continents. Through the interpretation of ASEMUS museums' collections at multiple levels, new and resonant perspectives on history and the present are created.

It is proposed that ASEMUS focus its attentions onto collections and the creation of new content, knowledge and perspectives pertaining to Asia-Europe interactions. ASEMUS' value to the global museum community lies in these new perspectives it can bring to light. Digitalisation can be pursued as an opportunity for mediating discussion, as well as creating and sharing new knowledge.

PEOPLE: People are at the heart of the museum. Even as it refocuses on collections, ASEMUS also needs to be relevant and of benefit to museum professionals. Museums in turn need to shift to be relevant to new audiences.

It is proposed that ASEMUS redirect more resources towards providing training and professional development opportunities, in particular for younger curators and museum professionals. In so doing, a strong network of Asian and European curators and museum professionals can be fostered, and new perspectives of curatorial and museum practice can be explored.

ADVOCACY: As an international non-governmental organisation, ASEMUS is also in the position to better support Asia-Europe Foundation (ASEF) and the Asia-Europe Meeting's (ASEM) broader diplomatic goals.

It is proposed that ASEMUS strengthen its advocacy role, enhancing its presence at international / multi-lateral meetings and platforms. ASEMUS' value lies in contributing pragmatic policy perspectives on critical issues Asian and European museums face, for example:

- the promotion of cultural diversity and cross-cultural dialogue
- shared colonial heritage, collection ownership and models of collaboration
- the digital shift
- education and lifelong learning in the museum

- how museums can respond to global developments such as Brexit, ISIS or China's One Belt One Route initiative

Proposed Initiatives / Action Items

- 1 Focus the General Conference (GC) onto collections and building new knowledge and content. The theme for each GC should be agreed upon by the Executive Committee (EXCO). Alongside the conference, organise professional training workshops and sharing sessions. The GC should take place once per 3-year term, coinciding with the handover of Chairs.
 - Proposed for 2018 GC: "Curating and Conserving Ethnographic Collections". Workshops could focus on conservation.
- 2 Publish one joint publication that brings together Asian and European collections.
 - Proposed for 2020/21: Asian Export Art and historic trade and exchange of ideas between Asia and Europe.
- 3 Develop a user strategy for the Virtual Collection of Asian Masterpieces (VCM), expanding content dissemination from this valuable digitised collections repository.
- 4 Explore migrating the ASEMUS website and Culture 360 onto social media.
- 5 Introduce an ASEMUS Research Fellowship for curators ~~under 35~~. Research areas should contribute to the GC and ASEMUS publication(s).
- 6 Expand professional exchange programme for junior museum professionals.
- 7 Identify and deploy trainers within the ASEMUS network.
- 8 Table policy issues at the annual ASEMUS EXCO Meetings, to establish an ASEMUS position.
- 9 Draw-up an annual calendar of high-level events (e.g. UNESCO, ICOM) at which ASEMUS should be present.
- 10 Join ICOM as an affiliate.
- 11 Open the EXCO up to new members from the ASEMUS network.
- 12 Transfer Secretariat duties from Asian Civilisations Museum to ASEF.

13 Administer a general satisfaction / needs survey for all ASEMUS members at the end of each term.

14 Review if ASEMUS should be transitioned into another museum project come 2020 (ASEMUS' 20th anniversary).

Roles and Deliverables

Deliverables are as follows:

- 1 GC per three-year term
- 1 joint publication by 2020/21
- 6 research fellows supported per year
- 6 professional exchange candidates supported per year
- 3 – 4 high-level events a year at which ASEMUS is present and visible
- General satisfaction with ASEMUS (Asemus Member Survey)

Roles and responsibilities are as follows:

EXCO

- Represent ASEMUS in international meetings / events
- Lead or participate in at least one of the proposed initiatives in this plan
- Host at least 1 research fellow or 1 professional exchange per 3-year term
- Contribute trainers for training others

Vice-Chair

- All the above
- Identify policy issues for discussion at EXCO
- Review and refresh strategic plan for the subsequent term

Chair

- All the above.
- Rally EXCO in coming to a consensus on policy positions
- Oversee implementation of the strategic plan

Secretariat (ASEF)

- Take on administrative aspects of proposed initiatives
- Administer ASEMUS Survey at the end of each term
- Track achievement on the deliverables articulated, for reporting to the Chair, Vice-Chair and EXCO

Proposed by

Mr Kennie Ting Vice-Chair of ASEMUS
Director of Asian Civilisations Museum Singapore
Group Director of Museums, National Heritage Board
Singapore

In preparing this draft proposal, the following ASEMUS EXCO or former EXCO members' views have been consulted in person:

Ms Fionnuala Croke	Chair of ASEMUS Director of Chester-Beatty Library, Ireland
Dr Bae Kidong	Director-General, National Museum of Korea
Dr Jeremy Barns	Director, National Museum of the Philippines
Mr Hans van de Bunte	Project Director, Sarawak Museum Campus, Malaysia
Ms Chang In Kyung	Director, Iron Museum, Korea
Ms Ann Follin	Director General, National Museums of World Culture, Sweden
Dr Kenson Kwok	Former Director, Asian Civilisations Museum Singapore
Ms Ana Maria Theresa Labrador	Assistant Director, National Museum of the Philippines
Mr Stéphane Martin	Président, Musée du Quai-Branly, France
Mr Stijn Schoonderwoerd	Director, National Museum of Ethnology, the Netherlands
Ms Anupama Sekhar	Director, Culture, Asia-Europe Foundation (ASEF)
Dr Yang Zhigang	Director, Shanghai Museum



Ms Zhou Yanqun

Chief, Cultural Exchange Office, Shanghai Museum