

# MUSEUM MATTERS

December 2010



No. 19

N\$20.00



INCLUDES REVIEWS OF OUTAPI AGM AND SCAMX 2010



## Membership Form

Please indicate the category of membership that you wish to apply for: (Mark with an X)  
Please note: Annual membership of MAN runs from 1<sup>st</sup> January to 31<sup>st</sup> December.

Individual	N\$120.00	<input type="checkbox"/>
Associate	N\$200.00	<input type="checkbox"/>
Institutional	N\$400.00	<input type="checkbox"/>
Corporate/Overseas	N\$400.00	<input type="checkbox"/>

Name:	<input type="text"/>
Postal Address:	<input type="text"/>
Telephone:	<input type="text"/>
Fax:	<input type="text"/>
E-mail:	<input type="text"/>

Membership fees may be paid in cash, by cheque or postal order.  
Cheques should be made out to the "Museums Association of Namibia" and posted to  
P.O.Box 147, Windhoek. If you require any further information please contact our  
Finance Officer, Ms. Elise van Westhuizen on 0812750678

Please note our new email address: [museums@iway.na](mailto:museums@iway.na)

**Cover Photograph:** *Waxbill birds near the Swakopmund Arts Association Gallery in Woermannhaus.* Note: All photography by Jeremy Silvester unless otherwise indicated.



### MAN and Team Namibia

The Museums Association of Namibia is a member of Team Namibia. We believe that our cultural heritage as displayed in our museums, art galleries, cultural villages and heritage sites plays a vital role in creating our unique Namibian identity and can play a major role in marketing Namibian products and places. We also believe that being members of Team Namibia will help us to link MAN more effectively with the corporate world.

# From the Chairperson's Desk



Ms. Stella Imalwa

The Museums Association of Namibia's twentieth year has probably been the busiest ever for the organisation as we have been involved in a number of major developments in the heritage sector. Internationally there is growing recognition of the importance of culture and heritage in economic development and, as our 20th Anniversary T-shirts, slogan says Namibian museums are increasingly 'Making Museums Matter' to a wider range of visitors. Over recent years MAN has been frequently approached by communities with proposals that will not only help to preserve and protect Namibia's important natural and cultural heritage, but are also linked to income-generating activities.

MAN's Advisory Committee

noted that MAN does not have sufficient resources to deal adequately with all these requests by providing evaluation and support. In order to meet the tremendous demand for increased regional museum development MAN's Advisory Committee has, therefore, drawn up and submitted a significantly increased budget. We believe that MAN's track record of financial accountability and practical success in supporting museum development will justify increased investment in the organisation to increase staffing and resources so that we can more effectively serve the needs of our members.

MAN is also continuing to work to strengthen international museum networks that, we believe, can assist museum development in Namibia. In this edition of our newsletter you will read reports about the work of the International Council of Museums (ICOM) and efforts to form an association of museum and heritage workers within the SADC region. We also continue to give our support to the International Council of African Museums (AFRICOM) and will circulate membership forms for AFRICOM and ICOM for 2011 with this newsletter. We believe that museum themes and collections have the potential to promote international links

between communities with shared histories or interests and would like to encourage all our members to become involved in these international networks.

Our 20<sup>th</sup> AGM, held in Outapi, fulfilled its goal of creating a heritage forum where the different stakeholders in the heritage and tourism industry could exchange information. The Advisory Committee has proposed that our next AGM will have a focus on appraising the progress being made by our 'associate' members (new museum development projects) and a number will be requested to make presentations at MAN's 21<sup>st</sup> AGM.

The Museums Association of Namibia has frozen its membership fees for over a decade and at the Outapi AGM it was agreed that the Advisory Committee should review the rates. The old individual membership fee hardly covered the cost of annual mailings and the bi-annual newsletter. It has been agreed that the new membership fees, from 1st January 2011, will be: Individual - N\$120; Associate Institution - N\$200; Museum - N\$400; Corporate Membership - N\$400. The new fees will, in a small measure, also help us to cover the rising costs of the organisation and the events

that it organises. Membership forms for 2011 will be circulated with this newsletter and I would like to urge you all to return your forms and deposit your payments as soon as possible. Membership is, after all, a perfect Christmas present! Indeed a few anniversary t-shirts, available to members for N\$70 are also still available for sale from the MAN office and resource centre (and caps for N\$50). MAN is your organisation, please continue to support it.

## Outapi 2010: A Review of MAN's 20<sup>th</sup> AGM

The 20th Conference and AGM of the Museums Association of Namibia took place on 14th -15th May 2010 in Outapi. This year the conference took the form of a 'Heritage Forum' and brought together key stakeholders from the heritage and tourism industries. The Heritage Forum was officially opened by Hon. Kazenambo Kazenambo, Minister of Youth, National Service, Sport and Culture who emphasised the importance of cultural heritage towards creating a sense of identity amongst Namibians and its contribution to economic development.

Over 60 museum professionals, representatives of museums and heritage institutions from all over Namibia attended the AGM and presentations were



*Lovisa Nampala and Stella Imalwa taking a break during the tour.*

made by the following institutions; Directorate of Culture and Heritage Programmes, the National Museum of Namibia, the Museums Association of Namibia, the Directorate of Tourism, Ministry of Environment and Tourism, the National Tourism Board, the MDG-Fund Programme in Sustainable Cultural Tourism in Namibia, the National Heritage Council, the Directorate of Policy, Heritage and Social Affairs, Heritage, Ministry of Veterans Affairs, the National Archives of Namibia, the Arts Association Heritage Trust, the National Arts Council of Namibia.

The Conference participants also had the opportunity to learn about two local museum projects in Outapi. Ms Elizabeth Ekandjo spoke about the wonders of the Ombalantu Baobab Tree Heritage Centre and their plans, with MAN's support, to develop a Baobab

Tree Museum at the site. Mr Titus Mathias and his colleague Mr Tylvas Amunyela introduced the Outapi War Museum which sought to preserve the bunker that had served as the headquarters of the South African base in the town and transform it into a museum that would tell the story of the liberation struggle in the region. The restoration of the bunker had almost been completed and Mr Mathias made an appeal for materials that could be displayed in the new museum to help preserve the memory of the liberation struggle locally.

Conference participants were not only able to learn more about the work and service provided by different organisations, but also to debate MAN's priorities for the next twelve months. Conference participants praised MAN for the work that it was doing to encourage regional museum development,

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but urged MAN to seek a significant increase in funding so that it would be able to assist more of the new community-based heritage projects being developed in different regions of Namibia.

Hon. Simon Tataati Shileka, welcomed participants to Omusati Region on behalf of Governor Sackey Kayone and gave a passionate account of the natural beauty and rich history of the region. After the close of the meeting participants had the opportunity to take part in a tour to view a few of these sites. The first stop was the tombstone marking the grave of Kamhaku Kahutura, the last King of Ombalantu who is believed to have been assassinated in the 1830s. After this the bus tour travelled to Omugulu-gwOombashe to visit the memorials to the battle that took place at the site on 26th

August, 1966. The tour then visited the Uukwaluudhi Royal Homestead at Tsandi and were given a free guided tour of the traditional palace of King Taa-popi. The programme finished with an excellent braai at the Baobab Tree provided by Hinda Catering Services from Outapi Open Market.

We would like to provide you with the speech made by the Honourable Minister at the official opening of the Conference and a short summary of some of the presentations made at the Conference:

*Speech of Hon.  
Kazenambo Kazenambo*

It is an honour and a great pleasure for me as the Minister of Youth, National Service, Sports and Culture to have been invited to speak and official-ly open this Conference that

marks and celebrates the 20th anniversary of the Museums Association of Namibia. Indeed the Museums Association of Namibia should be proud to have not just survived, but to have steadily grown and prospered over the last twenty years !

I am particularly happy to be here today for two reasons. The first is that it provides me with an opportunity to visit the beautiful and dynamic Omusati Region and learn more about heritage development in this region. The Museums Association of Namibia have told me that they receive more applications from schools in the Omusati Region to compete in their annual competition for school history clubs than from any other region in the country. I see this as evidence that the Omusati Region is a region that takes great pride in the important role that its residents have played in the history of our country. I would like to congratulate the Omusati Region for its commitment to preserving our history and cultural heritage.

The second reason that I am so happy to be here today is that the theme of today's conference is - The Heritage Forum.

I am told by the organisers that the aim of today's meeting is to provide a platform for all the major institutions involved in museum and heritage development in Namibia to report



*Hon. Kazenambo officially opened the 2010 AGM*

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on their current activities and future plans. I would like to applaud the initiative of the Museums Association of Namibia for organising this Conference because my Ministry believes strongly in the principle of partnership.

Whilst institutions such as the National Heritage Council, the National Museum of Namibia and the National Arts Council of Namibia resort under the Ministry of Youth, National Service, Sports and Culture it is important that we are aware of the work being done to conserve our natural heritage and promote museums as part of our tourism package by our

ers and students in our institutes of higher education and that museums make use of the millions of rare documents and photographs stored in the National Archives of Namibia and our regional libraries which are managed by our Ministry of Education. In addition the Ministry of Defence has already created a Military Museum in Okahandja and I believe our colleagues from the Ministry of Veterans Affairs are with us today to brief us on their plans to contribute to the preservation of the heritage of the liberation struggle. Indeed the range of organisations involved in preserving and promoting our national heritage illustrates the

I hope that today's Conference, by providing us with the opportunity to share information and future plans, will help museums to identify potential partners and encourage networking and the efficient use of our scarce financial resources.

I would like now to say a few words about heritage in relation to 'cultural tourism'. At present there are three major programmes with external funding which have identified cultural tourism as having the potential to encourage development and poverty alleviation. The first is the MDG-F Programme for Sustainable Cultural Tourism in Namibia which is supporting a number of pilot projects in different regions of Namibia with support from the Spanish Government and, I am pleased to see, that a progress report on the MDG-F Programme will be given to you today.

The second is the Millennium Challenge Account Programme which receives support from the United States and whose activities include support for the development of cultural tourism in conservancies and the third is the Special Initiative of the Federal Republic of Germany which is funding some cultural tourism projects in communities that still suffer from the economic and social legacy of the initial colonial occupation of Namibia.



*Delegates during the conference and 2010 AGM*

partners in the Ministry of Environment and Tourism and the Namibia Tourism Board. It is important that we work with the teachers and learners in our schools and the lectur-

fact that the preservation of our unique history, our unique natural environment and our unique cultural diversity is the responsibility of all of us.



*MAN members pose at the Omugulugwoombashe memorial during the tour.*

All of these initiatives are good and will bring much needed investment and development to previously disadvantaged communities. However, as I am sitting with the professionals from the heritage sector I would like to make an appeal that each programme is transparent about its activities so that we can ensure that these developments are effectively co-ordinated. I would like to highlight the fact that one of the most important foundations for effective partnerships is open dialogue between the different partners.

The increased investment in cultural tourism in Namibia presents us all with an opportunity and a challenge. The

opportunity is the chance to increase the involvement of our previously disadvantaged communities in the tourism industry. Historically, tourists were encouraged to visit Namibia to view a wilderness - wide open spaces and wild animals. Tourists, therefore, were encouraged to visit places such as the Namib Desert and Etosha where few people live.

Cultural tourism (as the name suggests) markets our culture heritage and history as an attraction for visitors and, if tourists are to experience culture, they must meet the Namibians who are the custodians of culture. In other words we can create new destinations for tourists and encourage them

to travel to new regions and to venture beyond the normal tourist routes. Museums, art galleries, cultural villages and national heritage sites can take a central place in Namibia's tourism package. By developing new museums and sites we can encourage tourists to leave Etosha through the King Nehale Gate and travel to places such as the Baobab Tree at Outapi in Omusati Region or the historical site at Ozombuzovindimba in the Omaheke Region .

I feel that I am speaking to the 'gatekeepers'. You are the ones with the responsibility to protect the priceless objects in our museums. Objects that are national treasures -such as the 'Apollo 11' rock art, the



*A beautiful sunset in the north of Namibia*



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letters of Samuel Maharero or the original constitution of the Republic of Namibia. You are the ones with the responsibility of preserving the sacred sites where important events in our history took place such as Omugulugwoombashe in the Omusati Region. You are also the people who are responsible for helping to preserve our precious 'intangible heritage' - such as our oral traditions, music and the elders' knowledge about the ways in which different plants can be used as medicine.

So speaking to you in your role as gatekeepers I would like to highlight the Challenge that cultural tourism also presents us with. Whilst we want to encourage tourists to view our cultural performances and visit places that we feel are special, it is also important that the development of cultural tourism is done in a way that ensures that our cultural diversity and heritage is treated with respect. We must ensure, for example, that sufficient safeguards are in place so that visitors to our sacred sites do not damage them.

Furthermore we must ensure that our culture does not lose value in our communities because traditional dances are only seen as a product for tourists. The development of new sites and museums for cultural tourism provides an opportunity for local communities to

gain a stronger sense of the value of their culture and their heritage. Namibia has a unique history and a unique cultural blend. The development of the heritage sector will not only encourage more people to come to our wonderful country, but will also help us all to value and preserve and protect what we have !

With these few words I would like to declare the 20th Conference and AGM of the Museums Association of Namibia open. I thank you !

*The Ministry of Veterans Affairs - Timoteus Mashuna*

When the Ministry of Veterans Affairs was established in 2006, its structure included a Directorate of Policy, Heritage and Social Affairs with a mandate to 'keep the history of the liberation struggle alive'. The heritage work of the Directorate covers three broad areas: 1) Recording and documenting the experiences of those who participated in the liberation struggle; 2) Preserving materials, building, or any places where activities of the liberation struggle took place and 3) Repatriating materials related to the liberation struggle.

The Directorate has already filmed and recorded many interviews with veterans of the liberation struggle which have formed the foundation for the establishment of a digital archive of recordings (MoVADA)

and produced a number of memorial calendars containing images from the struggle. One of the most ambitious projects of the Directorate is its aim to establish thirteen regional 'open-air museums' that will provide information on the impact of the liberation struggle on each of region.

*The National Heritage Council - Sisco Auala*

The National Heritage Council (which resorts under the Ministry of Youth, National Service, Sports and Culture) was established by the National Heritage Act of 2004 and led to the replacement of the old National Monuments Council. The two main areas of work carried out by the Council are: 1) The establishment of a heritage register and listing of all heritage places and objects of national importance. 2) The conservation and protection of Namibia's heritage resources.

The Vision of the National Heritage Council (NHC) is that: "The Namibian nation proudly shares in its cultural and natural heritage resources, reconciling cultures and sharing the benefits of growth in our diverse cultural identities." The NHC also has a mission statement that states: "Through identification, protection and management of the natural and cultural heritage of Namibia, as well as public education, and in accordance with

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our law and international conventions, we ensure that our heritage benefits current and future generations.”

The NHC’s work currently includes working on three projects funded by the MDG-F Programme: 1) The creation of an NHC web site; 2) A review of current heritage legislation and 3) The establishment of site management plans for a number of national heritage sites. The NHC is committed to building greater collaboration and partnerships between different stakeholders in the heritage sector.

*Ministry of Environment and Tourism - Renolda Jossob*

The Directorate of Tourism in the Ministry of Environment and Tourism has a three part mandate: 1) To develop a robust tourism sector that includes private and public sectors and community partners, 2) To appropriately manage the tourism and natural resources assets under its control so that collectively this will increase the sector’s contribution to GDP through poverty reduction and 3) To broaden the distribution of income from tourism, especially in rural areas.

The Directorate has several functions: 1) The formulation of tourism policy and legal and regulatory frameworks, 2) The promotion of general tourism development, 3) Facilitating

the implementation of tourism policies and the legal and regulatory framework 4) Maintaining positive tourism liaison on behalf of Government with local, regional and foreign institutions; 5) The publication and distribution of reliable tourism statistics and other relevant information; 6) Tourism planning and general advisor services; 7) Facilitation of community-based tourism; 8) The transformation of the tourism industry; 9) Transfrontier Tourism Development; 10) Development of the legal and, regulatory framework for the gambling and lottery sector in Namibia and 11) Collection of revenues generated from gambling and lotteries.

Namibia is, according to the World Travel and Tourism Council (WTTC) one the world’s ten fastest growing tourism destinations and there has been a steady rise in tourist numbers, despite the global recession. In 2007 a total of 928,912 tourists visited Namibia and this figure rose to 931,111 in 2008.

Namibia has developed a National Tourism Policy that is based on 10 core principles: 1) Tourism policy must serve government objectives i.e. national interests; 2) Tourism need to be competitive; 3) Must enable private sector to operate and compete in global markets to generate responsible tourism; 4) Increase local participation and equity to

ensure spread of benefits; 5) Tourism development must be economically, socially and environmentally sustainable; 6) Sustainability should be linked to protection of our natural resource base i.e. the environment, wildlife, and culture; 8) Tourism investment, development and promotion should be market-driven; 9) Government will promote interventions on the basis of national economic benefits; 10) The human factor should be of prime importance.

The National Tourism Policy seeks to encourage the development of ‘cultural tourism’, as not all areas of the country have outstanding natural features. The traditional tourism product has emphasised Landscape (such as Sossusvlei or the Sperrgebiet) or wildlife (Etosha, Waterberg). Cultural tourism will require the development of music, dance, storytelling and traditional cuisine (such as Omaere, Kapana, Mopani Works and Omantangara).

One of the programmes under the Millenium Challenge Account (MCA) will develop tourist products in 31 conservancies (following a needs assessment). The MCA will also improve the infrastructure of Etosha, build staff housing there and provide equipment for road maintenance and game capture. The MCA will also help the marketing of Namibia through the development of the NTB web site

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and the marketing of Namibia within North America (Canada and the USA).

Advise for increasing the benefits of tourism to the heritage and museum sector included 1) The need to better understand how tourism and tour operators work; 2) The need to increase our understanding of the needs and perspectives of the tourists; 3) Efforts to increase the level and effectiveness of management; 4) Making an effort to increase literacy levels and capacity to communicate in the languages of the tourist target markets; 5) Recognise the importance of increasing access to communication technology, such as email booking and payment by credit card, and improve communication links with clients and agents; 6) Understand the tourism market for Namibia and the most effective ways to access that market; 7) Increase business skills development.

Tourism enterprises often 'over-promise, but under-deliver', whilst it would be better if they were more modest and delivered more than expected. Good customer service is the key to financial success in the tourism industry, but people also want value for money. People will pay more if they obtain an experience and service that meets their expectations. Tourists want to feel safe, have access to clean water and stay in a clean environment.

The Directorate of Tourism does have significant funds for the development of financial-ly, economically and environmentally sustainable tourism enterprises in both urban and rural areas, such as the development of bed and breakfast accommodation. However projects should be clearly designed to alleviate poverty and assist rural development.

*Namibia Tourism Board - Mr. Samuel //Hoeb*

The Namibia Tourism Board (NTB) was established by an Act of Parliament in 2000, but only became operational in 2001. NTB's mandate is to help market Namibia, facilitate training in the tourism sector and regulate the tourism industry. Namibia has around 1,500 regulated tourism businesses and around 2,000 accommodation establishments.

Tourism is the 3<sup>rd</sup> largest contributor to Namibia's GDP and is a sustainable industry, unlike mining and fisheries. The income from tourism for Namibia was projected to increase by 6.8% during the first decade of the twenty-first century. The two main sectors of the tourism industry are hospitality, and tourism and travel.

NTB took the initiative to 'Brand' Namibia following market research in the tourism industry which showed that Ger-

man and British tourists were attracted by the promise of wide, open spaces and nature. The aim of 'branding' is to raise the international profile of Namibia and to increase the sale of Namibian tourist products. The attributes of Namibia that are stressed in advertising are its rugged, natural, soulful and liberating landscapes. The marketing of Namibia draws on these themes. For example, advertisers are encouraged to use landscapes that show no signs of human interference.

NTB can help with the development of the marketing of heritage tourism products. The five main questions that a visitor wants to know are: 1) Where is your attraction? 2) What standard of accommodation is available? 3) What is there to do and see? 4) What sort of people visit your attraction? 5) How Namibian is it? Heritage tourism products can be marketed through the development of web sites and promotional materials and by attending Trade Fairs etc with the support of NTB.

## Recommendations from MAN AGM 2010

Following the annual conference the following recommendations were made at the general meeting:

1. MAN should, more efficiently, enforce the system set up to monitor and evaluate the museums and museum

project that have received Regional Museum Development Grants and the Action Plans resulting from Planning Workshops.

2. MAN should support the organisation of National Heritage Week by facilitating meetings that will establish the individual role of institutions involved in the Heritage Week.
3. MAN should support the improved marketing of museums in the regions by creating partnerships with the Namibia Tourism Board and Ministry of Environment and Tourism and taking part in the annual Tourism Expo.
4. MAN should support member museums and projects by reducing its grants in number but increasing them in size. i.e. For example, giving more substantial grants of N\$60,000 to two museums as opposed to grants of N\$20,000 to six museums.
5. MAN should increase its annual membership fees. Members unanimously agreed that the Advisory Committee would be responsible for setting an appropriate fee that would be enforced at the start of the next calendar year.
6. MAN should charge a registration fee (members only) at every Conference and AGM held by the Museums Association of Namibia. Members unanimously agreed that the Advisory



*The display created by Delta Secondary School on the Namibian Newspaper and its role during the liberation struggle.*

Committee would be responsible for setting an appropriate fee that would be enforced at the start of the next calendar year.

## School Clubs and Museums Exhibition Competition 2010

The School Clubs and Museums Exhibition (SCAMX) Competition experienced some southern hospitality from the coastal town of Luderitz this

year. Twenty-six schools travelled to the harbour town to showcase exhibitions based on topics relating to the history and culture of their regions. The displays were mounted at the Multipurpose Youth Centre and participants were hosted by last year's winners, Luderitz Secondary School. The first day of the competition was spent mounting the exhibitions and participants took part in a workshop on the Holocaust and Human Rights facilitated by Mr



*The 2010 winners, Negumbo Senior Secondary School pose with MAN Chairperson, Ms Stella Imalwa*

Ken Bolt. During the second day learners and teachers visited historical and interesting sites in and around Lüderitz whilst the judging took place. The tour was sponsored by Ghost Town Tours and participants also had the chance of visiting the Kolmanskop heritage site.

The competition was judged by Dr Martha Akawa, Lecturer in the History Department at the University of Namibia, Mr Andre Strauss, Deputy-Director in the Directorate of National Heritage and Culture Programmes (Ministry of Youth, National Service, Sport and Culture), Mr Nahum Namukwambi, Education Officer for History at the National Institute for Educational Development (NIED) and Mr Giel du Toit, a local photographer from Luderitz.

The judges were extremely impressed with the quality of the research and the presentations created by all the schools and had the difficult task of selecting the winning teams.

Negumbo Senior Secondary School received top honours for their display on 'Onzimbogo': The clay Pot Industry. The History Club won the opportunity to participate in the 'Isivivane Solwazi Spring School

hosted annually by Robben Island Museum. Oshikoto Senior Secondary School was the runner-up and won a weekend trip to Omaruru (sponsored by the local business community) for their display on 'The Grandmother of the Namibian Nation'. Ruacana High School created a graphic display on 'The Old Mining Quarry at Obumbu Village' and won Third Prize, a weekend trip to the Kunene Region to visit the Tywelfontein World Heritage Site. Learners were accommodated at the Tywelfontein Country Lodge for one night and had the opportunity to camp at the Aba Huab camp site for the second night.



*Learners from Rundu Senior Secondary School putting up their exhibition.*

For the second year in a row, Okashandja Combined School received the National Archives Book Prize for Outstanding

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Oral History Research. The History Club researched 'Ekango LyaMushuna', a magical pan in the Oshana Region. All participating clubs received a stack of educational books for their hard work and effort, with the books being generously sponsored by Macmillan Education Publishers. The standard of the exhibitions was so high that the Art Gallery at Kolmanskop agreed to mount the exhibitions from ten schools, showing a range of topics for a few weeks. Hundreds of tourists visit the site every day and the work of our young exhibition designers has been very popular.

The School Clubs and Museums Exhibition Competition provides a platform for young Namibians to take an interest in the development of the museum and heritage industry. The competition is also aimed at stimulating interest in museums in the regions and the school clubs are encouraged to display their exhibitions in their local museum or at another suitable venue in their region after the competition.

SCAM-X is a central part of MAN's strategy to develop Namibian museums as places which are not only seen as tourist attractions, but also as important educational resources and knowledge banks that preserve, value and display information about our history, culture and environment and

contribute to the growth of a 'Proudly Namibian' identity.

Though the competition faces great challenges every year, the Museums Association of Namibia is committed to ensuring the survival of the competition and is grateful to the many sponsors who came on board and supported the competition this year.

We would like to thank the following sponsors for their generous contributions to SCAMX 2010:

**Archives of Anti Colonial Resistance and Liberation Struggle, Nampower, Namibia Country Lodges, the National Heritage Council, Ministry of Education, Ghost Town Tours, Macmillan Education Namibia, Novanam Ltd, Seacope Freezer (Pty) Ltd & Seaflow-er Group, Namdeb, Namibia Beverages, Ministry of Youth, National Service, Sport and Culture.**

## Regional Museum Development Grants

The Museums Association of Namibia facilitates local and regional development of museums by awarding Regional Museum Development Grants of up to N\$20,000.00 to applicants who fulfil the following requirements:

1. Museums and 'Associate' Museum Projects must be

paid-up members of the Museums Association of Namibia for the calendar year in which the application is being made. (Membership payments must also be up-to-date)

2. Associate Museum Projects must have submitted a project proposal and an initial site evaluation of the project must have been conducted by MAN.
3. Applications should provide the background to the museum (or museum project), motivate the reason why funding is needed and provide a clear and reasonable budget.

MAN is particularly committed to assisting museums to have computer facilities and internet access, supporting the development of new exhibitions, supporting the design and production of marketing materials and supporting museum-linked educational activities. However, museums can apply for funding to address any need or concern. Museums may apply for co-funding from other donors for projects. Any museum or associate MAN member can apply for funding. Applications should be emailed or faxed and posted to the MAN office by the end of February 2011. Recommendations will be made by the Regional Museum Development Committee by the end of March and approved by MAN's Executive Committee. Successful applicants will be no-

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tified at the MAN AGM where the RMD grants for 2011 will be awarded.

## Kapiringi Museum Workshop

Mr Aaron Nambadi (Ministry of Education) and Mr Gerhard Gurirab (National Museum of Namibia) facilitated a planning workshop in Otjinene on 21st May, 2010. The workshop was organised by the Museums Association of Namibia at the request of the Kapiringi Museum's community-based management committee. The decision to support the workshop also reflected MAN's continuing concern that regional museum and heritage development should be effectively co-ordinated.

The proposed Museum had already acquired a plot of land near the centre of town from Omaheke Regional Council with the aim of locating the museum at a site that would maximise income-generating opportunities for local residents and had also obtained a letter of support from the local Maharero Traditional Authority.

A Section 21 Company (Omaheke Community Tourism Solutions) had already been registered to facilitate the development of the proposed museum and ensure good financial practices. The intended focus of the museum will be on the 1903-1908 war and to trace the routes into exile that

were taken by those that were affected by the extermination order. The Kapiringi Museum Management Committee was also able to produce a detailed architect's plan for the proposed museum building.

The workshop involved 47 participants from the local community including representatives of the traditional authority and the Regional Council as well as other potential stakeholders and partners including the OvaHerero Genocide Committee and the Gobabis Museum. The workshop discussed a draft exhibition plan for the museum and drew up a set of recommendations. Two of the key recommendations were that urgent discussions should be held with the OvaHerero Genocide Committee about their proposal to develop a nearby site at Ozumbu Zovindimba as a national heritage site and that a detailed budget for the construction of the planned museum should be drawn up so that an application can be made to Omaheke Regional Council for funding.

## Feasibility Study for King Mandume Museum

The Finnish Embassy, through its 'Fund for Local Cooperation' has provided funding for the implementation of a feasibility study for the proposed 'King Mandume Museum'. The Museums Association of Na-

mibia received 28 000 Euros to facilitate the implementation of the feasibility study as well as provide governance training to the museum board. The proposed museum would be the first of its kind in the Ohangwena Region and could contribute to the preservation of



*Ms Stella Imalwa signing an agreement with Hon. Pashukeni Shoombe from the King Mandume Museum Committee.*

cultural identity, the transfer of intangible cultural heritage to the youth and the promotion tourism in the region.

MAN advertised for consultants who will write the feasibility study for the proposed museum and art gallery at the site of the new palace of the Queen of Oukwanyama and also the provision of training to the members of the museum board. The 'King Mandume Museum' is an associate member of MAN and aims to provide a space where Namibians can learn about the history of Ohamba Mandume ya Ndemufayo (one of the historical figures who has a symbolic grave at the Heroes Acre in Windhoek), the cultural heritage and history of the region and provide a platform for the display and marketing of locally

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produced arts and crafts. Perhaps the museum will even be able to tell the story (or even display) the 'Power Stone' of Oukwanyama that was returned from Finland after Namibia obtained its independence.

## From SADCAMM to SADCHA

The initiative to establish a new association for museum and heritage institutions in the SADC region took another big step forward recently. One of the recommendations of the 'Building Cross-border Partnerships' workshop held in Windhoek in November, 2009 was that a small task team should be established to draw up a proposal for the revival of the SADC Association of Museums and Monuments (SADCAMM).

The Botswana National Museum and Monuments with the support of the UNESCO Cluster offices in Harare and Windhoek hosted a meeting of the Task Team on 20<sup>th</sup>-21<sup>st</sup> September, 2010 to draft a new constitution and a strategic plan.

The workshop was followed by a further two day meeting with Museum Directors from SADC countries that were not already represented on the Task Team. The Task Team consisted of Dr Rudo Sithole (Executive Director, International Council of African Museums), Mr Flexon Muzinga (Executive Secretary, National Board of Museums of

Zambia), Ms Winani Kgwatala (Senior Curator, Botswana National Museum and Monuments) and Dr Jeremy Silvester (Project Planning & Training Officer, Museums Association of Namibia).

The Task Team considered the history of SADCAMM and the reasons why it had ceased to function. The primary conclusion of the Task Team was that a regional association should have a permanent secretariat (rather than a new secretariat being established each time the Presidency changed, as with the previous SADCAMM).

It was proposed that the new association should also become more inclusive to take account of the importance of other institutions in the promotion of intangible cultural heritage. It was also noted that the old SADCAMM had been linked to inadequate financial reporting on the use of funds and that, therefore, it would be a good idea to launch a fresh organisation, rather than simply revive the old one. The proposal was that the new organisation should be called the SADC Heritage Association (SADC-HA).

The Task Team reviewed the existing SADCAMM constitution and identified weaknesses in the previous organisational structure. A new SADCHA constitution and a strategic plan for the organisation were drafted, and then edited during the Di-

rectors' Workshop and adopted as working documents for the new organisation. The Director's Workshop adopted three resolutions on 24<sup>th</sup> September, 2010.

## SADCHA Resolutions

### Preamble

- Affirming the vital role heritage plays in fostering national and regional development in the communities of Southern Africa.
- Being aware of some of the eroding effects of globalization on culture.
- Recognising the relevance of culture in enhancing identities necessary in sustenance of self-esteem among communities
- Appreciating the prevalence of the rich heritage in the countries of Southern Africa,
- But deeply concerned by the absence of a cultural desk at the SADC Secretariat to spearhead the advocacy role to ensure member states embrace culture in their development agenda
- Appreciating the goodwill and financial support from UNESCO through its cluster offices in the SADC region

We the Directors and representatives of museums in Southern Africa, meeting at the Big Five Lodge, Gaborone, Botswana from 23<sup>rd</sup>-24<sup>th</sup> September, 2010 do resolve as follows:



1. There is an urgent need to review and resuscitate the former Southern African Development Community Association of Museums and Monuments (SADCAMM), now rebranded as the Southern African Development Community Heritage Association (SADC - HA) in order to provide a forum and cross-border linkages for heritage institutions and organizations to foster the protection, preservation and presentation of the rich and diverse heritage of the region for development and sustainance of identities among communities.
2. We adopt the SADC - HA draft constitution, strategic plan and work plan which will serve as tools for the re-establishment of SADC - HA.
3. Having adopted the terms of reference tabled to this meeting, we assign the Task Team to:
  - Vigorously explore the possibility of establishing a permanent secretariat for SADC - HA
  - Identify possible co-operating partners to fund the process of establishing a permanent secretariat
  - Prepare a budget for the proposed Permanent Secretariat
  - Plan and organize a workshop for heritage institutions on a selected topic of interest or concern to the

region

- Prepare for the launch of the revised SADC - HA and enhance the visibility of the heritage sector in SADC.

### Terms of Reference of the SADCHA Task Team

The workshop drew up and adopted the following objectives for the Task Team:

1. To identify factors that led to the inactivity of SADCAMM.
2. To propose mechanisms that will lead to the revival of SADCAMM.
3. To present proposals for a new draft constitution and strategic plan for the revival of SADCAMM to a meeting of Museum Directors drawn from the SADC region.
4. To identify focal point persons from SADC member states who will from time to time provide necessary information regarding the re-activation of SADCAMM.
5. To engage with SADC, UNESCO and ICOM and other co-operating partners to facilitate and provide logistical support for the revival of SADCAMM
6. To regularly produce progress reports to UNESCO and other stakeholders on the revival effort of SADCAMM
7. To plan for the launch of the revived SADCAMM in 2011 at an inaugural General Assembly and Conference and

draft an Action Plan and Activity-based Budget.

8. To carry out any assignments that might arise connected to the revival of SADCAMM

## SAMA 2010 - Aäron Nambadi (Vice-Chairperson, Museums Association of Namibia)

The 74<sup>th</sup> Annual General Meeting of the South African Museums Association (SAMA) took place in Durban, South Africa



*Mr. George Abungu, ICOM Vice President*

from the 27<sup>th</sup> -29<sup>th</sup> September 2010, under the theme “Museums in Action: To 2010 and Beyond. South Africa Museum Association (SAMA) is one of the oldest Museums Associations in the World (established in 1936) and has ever since been the driving force for Museum development in South Africa. Over the past couple of years the Museums Association of Namibia has forged a close work-



*African delegates at ICOM*

ing relationship with SAMA to assist in the development of Namibian Museums through museum partnerships, internships and exchange in knowledge and expertise.

This year MAN was represented at the SAMA Conference by the Vice-Chairperson, Mr Aaron Nambadi. The Conference provided a platform for participants from different Museums and Heritage institutions to share and present their respective projects. It also provided a forum for developing innovative, interdisciplinary and inclusive conceptual frameworks in the museological environment. The Chairperson of the 2010 SAMA Organising Committee, Ms. Pam McFadden and Mrs. C.N Khumalo, (Head of De-

partment of Arts and Culture in KwaZulu Natal), welcomed and delivered the official opening remarks respectively.

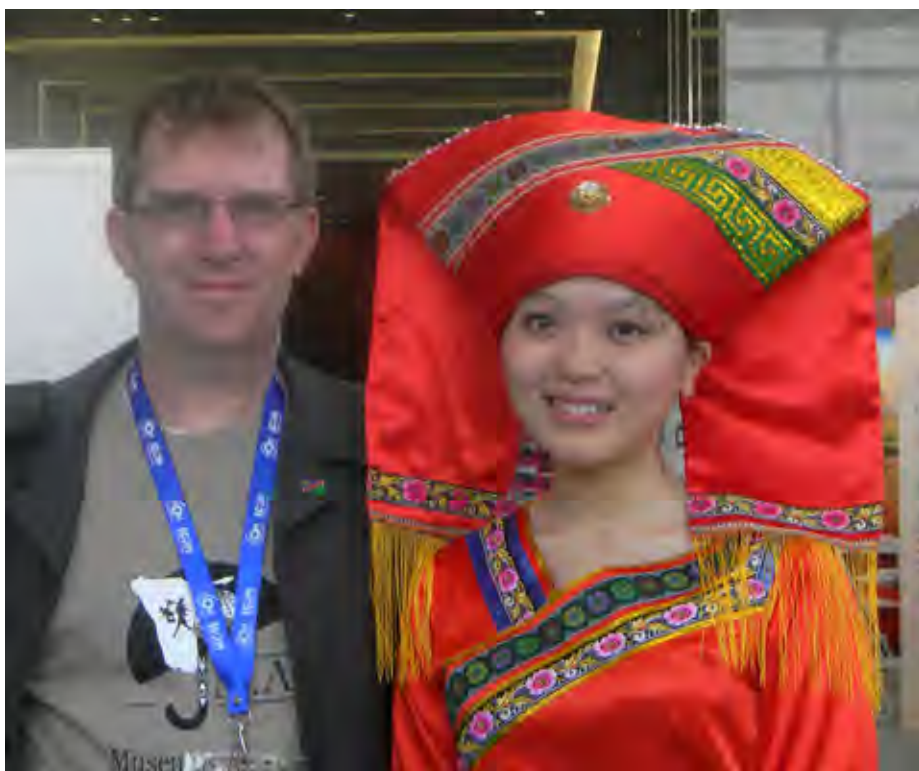
The theme, 'Museums in Action' was well supported through the conference papers and created a platform for open and inclusive discussions. The Conference also provided participants with an opportunity to get new, inspiring ideas which could direct ways of presenting the heritage in their museums. The conference also proved to be fruitful when it came to issues of financial realities especially in providing new innovative ideas on raising funds in the industry, and how different museums can cope with a lack of finance.

Individually and collectively,

museums can become the leading entity in global research and collection preservation. The broad museum framework offers an important guideline for rallying people and partners to work together for action that can alter the face of research, preservation and collection of human identity.



*Meeting of Dr. Rudo Sithole (D-G, AFRICOM), Ms Allissandra Cummins (President, ICOM) and Ms. Diedre Prins-Solani (President, AFRICOM)*



*Dr. Silvester with a colleague from the Tibet Museum*

## International Council of Museums 22<sup>nd</sup> Conference and General Assembly, Shanghai, 2010

The tri-annual Conference of ICOM was the largest ever held with over 3,600 delegates representing museums from all over the world. Whilst the Conference had a number of important keynote presentations a lot of useful work also took place in smaller meetings and the networking that could take place during the lunch and coffee breaks. In the General Assembly each national committee was able to have five votes which meant that Namibia's votes were as powerful as those of China or the USA! One important result from the Conference was the decision to continue the new fee struc-

ture (which ICOM Namibia had lobbied for) which means that membership fees have been reduced for countries with lower incomes. Two meetings were of particular relevance and importance for Namibia. The first was a meeting between African delegates and the Director-General of ICOM, the President and George Abungu of Kenya (who had just been elected as one of the new Vice Presidents). The meeting saw a pledge by ICOM to prioritise support for museum development in Africa. A second meeting involved members of the International Council of African Museums (AFRICOM) which provided an important forum for discussing AFRICOM's new strategic plan and its relationship to organisations such as ICOM and the African Union. Two other exciting possibilities emerged from meetings with

ICOM officials and delegates at the Conference. One was that the International Committee of Ethnographic Museums might be interested in holding their annual conference in Namibia in 2011. This would provide a great opportunity from colleagues from museums in southern Africa to engage with museums outside Africa that contain collections from Africa. A second possibility was also discussed that a Museums Emergency Programme (MEP), that provides training in disaster management for museums and art galleries, might be organised for southern Africa.

The theme for International Museum Day (IMD) in May, 2011 will be Museums and Memory with museums being encouraged to work closely with archives and UNESCO's 'Memory



*Mr. Umuliisa from the National Museums of Rwanda*

of the World' programme. It was noted that museums worldwide are also being encouraged to have a particular focus on Africa for IMD 2011. Posters for museum day are already available to be downloaded

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and printed from ICOM's web site.

Alissandra Cummins, the first female President of ICOM, who served from 2004 to 2010 has been succeeded by Dr Hans-Martin Hinz (Germany). Over the next three years, he will chair an Executive Council made up of 16 members, also elected during ICOM's 22nd General Conference in Shanghai.

*The Committee will have two Vice Presidents:*

Georges Okello Abungu (Kenya) and Teresa C. Moletta Scheiner (Brazil) and a Treasurer- Dominique Ferriot (France).

*The other members of the Executive Committee are:*

Carlos Roberto Ferreira Brandão (Brasil), Luisa de Peña Díaz (Dominican Republic), Goranka Horjan (Croatia), Laishun An (China), Regine Schulz (USA), Claude Faubert (Canada), Os-sama Abdel Meguid (Egypt), Daniele Lupo Jallà (Italy), Hanna Pennock (The Netherlands), Marie-Françoise Delval (France), Merete Ipsen (Denmark). The Advisory Committee, which is composed of the Chairpersons of the National Committees, International Committees and Affiliated Organisations, elected Knut Wik (Norway) as Chairperson for the second time and Kwame Sarpong (Ghana) as Vice-Chairperson for the period 2010 - 2013.

MAN members are reminded that they can also become members of ICOM Namibia. Membership allows each individual or institutional member to also become a member of one of the specialised International Committees, such as those dealing with memorial museums, city museums or military museums. Membership forms are available from the ICOM web site or the MAN office. Web site - <http://icom.museum/>

## Internships

Mr Chilela Paulus, a tourism student from the International University of Management (IUM) spent three months (March-May) with the Museums Association of Namibia. His tasks included assisting with the mounting of the mobile Cassinga exhibition at the AGM and gathering information from member museums. The Museums Association of Namibia also benefitted from the services of two interns during September and October, 2010. Ms Johanna Junias and Ms Hilma Uushona were based at the MAN office for two days

a week with the task of printing and binding copies of re-

ports that had been produced for the MDG-F Programme for Sustainable Cultural Tourism in Namibia.

Ms Junias and Ms Uushona are both final year tourism students at the Polytechnic of Namibia and also had the opportunity to attend a workshop providing training on the registration of cultural organisations that was provided at the FNCC during their internships. All three interns submitted written reports on their internships and expressed their gratitude for the opportunity to obtain practical work experience. MAN is committed to facilitating more practical work experience opportunities for young people in the museum and heritage sector and would welcome assistance and requests from member organisations and supporters to help expand our internship programme and, particularly, to place young people in regional museums.



*Hilma Uushona and Johanna Junias  
MAN Interns*

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# Notices

## 1. Membership

At the MAN Conference and AGM in May, members unanimously agreed that the membership fees should be increased and also agreed that the rate would be set by the Advisory Committee at the Annual Planning Workshop. The membership rate has not increased for almost ten years and the committee felt that members should contribute more, given the support they receive from the Museums Association.

The following membership rates will apply as from 1st January 2011

Individual	N\$120
Associate	N\$200
Institution	N\$400

## 2. AGM registration

Another recommendation made at the 2010 AGM was that MAN should charge a mandatory registration fee at every Conference and AGM held by the Museum Association. Members also agreed that the rate would be set by the Advisory Committee at the Annual Planning Workshop. The fee will be payable by all members in order to secure a place at the AGM. MAN will also request a contribution from members towards the cost of travel, food and accommodation for the AGM.

The following registration fees will apply as from 1st January 2011:

Individual	N\$50
Associate	N\$100
Institution	N\$100

## 3. Icom Membership

The International Council of Museums (ICOM) links museum professionals from all over the world. The Annual fee is due in January every year and membership is valid for that calendar year. ICOM members are eligible to join one specialised international committee free of charge. (See [www.icom.com](http://www.icom.com) for more information). By becoming a member of ICOM, you will enjoy many advantages and services such as:

- The ICOM Card: an international card that offers free or discounted entrance to many museums worldwide

- Access to ICOM's triennial General Conference and to the National and International Committees meetings - the opportunity to meet colleagues from all over the world. Membership of International Committees is probably the most important benefit for ICOM members in Namibia.
- Training workshops and guidance on best practice for museums.
- Access to 50,000 publications from the UNESCO-ICOM information centre
- ICOM News, the essential magazine designed for museum professionals

Payment must be made to ICOM in US\$, but payment can be made through MAN who will arrange a bulk transfer to reduce bank charges. The membership fees for 2011 will be:

Individual Member	N\$230 (one membership card)
Institutional Member	N\$2,080 (three membership cards)

## 4. Africom Membership

The International Council of African Museums (AFRICOM) links museum professionals and museums on the African continent. Becoming an Africom member allows you the following benefits:

- You can attend and participate in the Bi-annual General Assembly of AFRICOM
- Receive any newsletters or other publications of AFRICOM free
- Receive an AFRICOM membership card that allows free entry/reduced rates to certain museums in Africa
- Members have the opportunity to access the Consultancy and Small Grants Fund which is supported by various Foundations.
- Being listed in the AFRICOM Directory of museum professionals
- Privileged access to the AFRICOM Information centre collection which holds diverse digital reports, discussion papers and draft research reports on culture and heritage
- AFRICOM -L mailing list which has regular alert for news on publications, conferences and job opportunities
- AFRICOM website - an important international resource and information hub for anyone interested in information to support arts and cultural development. Heritage institutions also benefit from having a web page as well as links within the AFRICOM website.
- AFRICOM offers its members the opportunity to collaborate with each other as a network in developing various projects
- Invitation and bursaries to participate in AFRICOM Conferences and General Assemblies as well as other capacity building forums that include exchange programmes

Individual member	N\$160
Institutional member	N\$1,050

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# New MAN Baseball Caps & T-shirts **FOR SALE**



In response to the request from the Advisory Committee for MAN to increase its efforts to market museums we have designed a fashionable new line of baseball caps bearing the MAN logo on the front and our name on the back and a special T-Shirt to mark our 20<sup>th</sup> Anniversary. Anniversary T-Shirts are available for N\$70 (N\$140 for non-members)

The caps can be purchased for N\$50 (N\$80 for non-members) at the MAN office or for N\$70 if you want your cap to be posted to you (N\$100 for non-members) (Please fax us a copy of your bank deposit slip marked 'MAN Cap' as proof of payment).

**STOCKS ARE LIMITED**  
**so order now to avoid disappointment!**

