

0.3 Museum Interpretation and Exhibition

STATEMENT OF INTENT

This policy aims to guide the interpretation of materials within the Shire of Toodyay collection.

APPLICATION

This policy applies to all employees at the Shire of Toodyay and it is a requirement that all employees adhere to this Policy. Breaches of this Policy may result in disciplinary action.

OBJECTIVES:

1. To create entertaining, educational and interactive displays within the Museum that appeal to the target audiences.
2. To design a style, use of space and branding appropriate to the theme of the individual exhibition, without being detrimental to the existing exhibitions.
3. To improve the aesthetic appearance of the museum internally.

TERMINOLOGY

Interpretation:	The act of providing information or conveying knowledge about an object or theme. The physical evidence of this including wall panels, information sheets, text labels and diagrams.
Thematic Interpretation:	The method of interpreting objects by historic themes as opposed to general classification.

TARGET AUDIENCE

Previous studies of visitor data has shown the key visitation demographics to be people visiting from out of town fitting the following groups;

- Parents with young families
- Semi-retirees (age demographic of 50+)
- Retirees (65+)
- Primary school groups
- Social groups (usually 65+)

Interpretation and exhibitions should be designed with this audience in mind. Displays should always be designed to also appeal to the local community. In future efforts could be made to attract young couples and individuals aged 18 - 35.

Policy Statement

1. The Museum aims to create displays and interpretation of a high professional standard.
2. Permanent displays are to interpret the main theme of collection as stated below;
 - 2.1 Those objects that relate to the Indigenous cultural history of the Shire of Toodyay.
 - 2.2 Those objects that document or relate to the exploration and settlement of the Shire of Toodyay
 - 2.3 Those objects that relate directly to law and order, law enforcement, convictism in the region, the Police Force in the region and those relating directly to imprisonment, life and conditions in the Newcastle Gaol or the region to become the Shire of Toodyay.
 - 2.4 Those objects that relate directly to Connor's Mill in its usage as a Mill and a Power station.
 - 2.5 Those objects that relate to Toodyay's involvement in military conflict.
 - 2.6 Those objects that relate to the environmental history of the Shire of Toodyay.
3. Thematic interpretation principles are to be used as the best practice for displays and displays should be created with meaningful context.
4. Interpretation of objects on display is not to compromise the conservation considerations of an object. It is recognised that deterioration of objects may occur within the course of normal museum use however interpretation should never increase risk to an objects condition.
5. All interpretation is to be based on the best research available and be as accurate and accessible as possible.
6. The museum is to use a range of interpretive strategies to appeal to the diversity of the target audience and encourage visitor and community participation. Each should be designed in a format and media appropriate to the target audience.
7. Exhibitions and displays are to be designed in a manner that best facilitates public access to the displays, within the constraints of the buildings.

POLICY REVIEW:

This policy should be reviewed every three years.

Reference Information

Related Documents Museum Strategy

Related Legislation *Local Government Act 1995 (WA)*

Associated Forms and Attachments

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