

Patron: Her Excellency Ms Quentin Bryce AC
Governor-General of the Commonwealth of Australia



Australian Federation of Friends of Museums
C/- Friends of the National Museum of Australia
GPO Box 1662
Canberra ACT 2601
(02) 6273 2431

Dear Friends,

It is with much pleasure that I invite you to the AFFM annual forum and AGM to be held in Sydney on Friday 29 October 2010. Please see the attached detailed schedule.

The program offers an interesting forum for Friends and Member groups. I urge you to let your members know that they are welcome to attend, to learn more about our organisation and to meet and discuss current issues and hopefully take something worthwhile away.

There is an \$80 registration fee for the meeting, forum and tours and Friday night dinner at the exquisite Botanic Gardens restaurant.

For those wishing to stay on in Sydney, we have arranged some interesting tours on Saturday, including Government House, the Botanic Gardens and the Art Gallery of NSW.

The registration form and program schedule is attached and registration and any other enquiries including accommodation options can be made to me at:

Adrian Adam
AFFM President
Australian National Maritime Museum
Sydney 2000
Phone: 02 9298 3646 Fax: 02 9298 3660
or simply email aadam@anmm.gov.au

Looking forward to seeing you in Sydney

Best wishes

Adrian Adam
President



**NOTICE OF ANNUAL GENERAL MEETING OF THE AUSTRALIAN
FEDERATION OF FRIENDS OF MUSEUMS INC**

**The Mint
10 Macquarie St, Sydney, NSW 2000**

Friday 29 October 12 am- 1pm

- 1. Apologies**
- 2. Confirmation of minutes of the 2009 Annual General Meeting**
- 3. Presidents Report**
- 4. Treasurer's Report**
- 5. State Vice President's Report**
- 6. Election of Executive Committee**
- 7. World Federation of Friends of Museum's Report**
- 8. General Business**

Adrian Adam

AFFM President



SCHEDULE

AUSTRALIAN FEDERATION OF FRIENDS OF MUSEUMS 2010 FORUM AND ANNUAL GENERAL MEETING

**29 & 30 October 2010
Sydney**

Emergency Contact: Adrian Adam (AFFM President)
Mob: 0417 890 858

Day One

Friday 29 October 2010

9.30 am Meet in the Members Room at The Mint, Macquarie Street Sydney for morning tea

10.00 am

The Mint Forum Session 1 – Friends and Membership in 2010

Speakers:

Brian Ladd, former Head of Public Programs Art Gallery NSW: *30 years of Museum and Gallery events: The secret of my success!*

Bronwyn Alcorn, Historic Houses Trust Elizabeth Farm Museum: *Museums and Friends as Agents for Change*

Arianne Martin, Historic Houses Trust, Publicity Assistant: *Promoting Events and Exhibitions; ideas for gaining free publicity*

General Discussion

12 pm

Annual General Meeting (see separate AGM notice)

12.45 pm

Lunch at the Mint



1.30 pm Tour of State Parliament House, Macquarie St
Sydney

2.45 pm **Forum Session 2 – Future Directions: The
museum friends & audience of the 21st century**
Art Gallery of NSW Theatrette

Speakers:

Dr Robert Hall, Director *Environmetrics*, social &
market research: *The changing demographic of the
museum audience: what this will mean for Friends
and members*

Special Workshop: Lynda Kelly, Head of Audience
Research, Australian Museum: *Workshop: Social
Media for Friends and Members groups, Facebook,
Twitter, Blogs and all the rest made easy*

General Discussion

4.45 pm Refreshments

6.30 pm Dinner at the Botanic Garden restaurant. *RSVP
essential*

Day Two Saturday 30 October

10 am Tour of Government House, includes morning tea

11.30 am Tour of Botanic Gardens

12.30 pm Lunch: Art Gallery of NSW



- 1.15 pm **Curator tour:** *DAVID TO CÉZANNE: MASTER DRAWINGS FROM THE PRAT COLLECTION, PARIS* with exhibition curator Peter Raissis, Curator of European Prints, Drawings and Watercolours
- 2.15 pm Tour concludes, free time. Museum tickets will be provided for most other major museums in Sydney for those wishing to stay on.



Australian Federation of Friends of Museums
 C/- National Maritime Museum
 GPO Box 5131
 Sydney NSW 2000
 (02) 9298 3646

REGISTRATION FORM

AUSTRALIAN FEDERATION OF FRIENDS OF MUSEUMS
 FORUM AND ANNUAL GENERAL MEETING

29 & 30 October 2010
 Sydney

NAME:

ADDRESS:

..... Postcode.....

TELEPHONE:..... MOBILE:

EMAIL:.....

ORGANISATION:.....

POSITION:

Yes No I will be attending the Forum, AGM and dinner at the Botanic Gardens Restaurant (**\$80 registration fee**, please arrange payment with registration)

Yes No I will be attending the Saturday tours of Government House, Botanic Gardens and Art Gallery of NSW

Yes No Special Dietary Requirements/Access requirements:

Debit my bankcard:
 Visa / MasterCard

Expiry _____ Signature _____

Please send cheque or confirmation by Friday 22 October 2010 to:
 Jean Davitt, AFFM Administrator
 202 Monaro Crescent
 Red Hill ACT 2603
 Phone: 02 6295 0056 Fax: 02 6295 3367

Other enquiries 02 9298 3646, 0417 890 858 or simply email
aadam@anmm.gov.au



Accommodation options in near Macquarie Street

The following are some suggested hotels for consideration. However, it might be simpler to check out www.wotif.com.au and view Sydney CBD hotels for the best deals.

The Castlereagh Boutique Hotel, 169 Castlereagh Street, Sydney 2000, Australia

The Castlereagh Boutique Hotel is an elegantly restored, heritage-listed property ideally located in the heart of Sydney's commercial, retail and entertainment centres.

<http://www.thecastlereagh.com.au>

The Vibe Hotel, 111 Goulburn Street
Sydney NSW 2000

A unique Sydney hotel offering chic accommodation in the heart of Sydney, Vibe Hotel Sydney exudes the style of this fantastic city. Our Sydney hotel is perfectly positioned for you to easily discover Sydney's vibrant CBD fringe villages of Surry Hills, Darlinghurst, Chinatown and our Sydney entertainment precinct offering live theatre and music year round.

www.vibehotels.com.au

Travelodge Phillip Street
165 Phillip Street, Sydney

Ideally located within the NSW Leagues' Club in the central business district of Sydney. The hotel features 86 guest rooms and access to all NSW Leagues' Club facilities including restaurants, coffee shop, bar and health club (charges apply). The hotel is within walking distance of The Rocks, The Opera House, AMP Tower at Centrepoint and Sydney's world class restaurants and boutiques.

<http://www.travelodge.com.au/travelodge-phillip-street-sydney-city-hotel/home>

