



# MUSEUM SHOPS ASSOCIATION

OF AUSTRALIA & NEW ZEALAND

## **Vision:**

Museum Store Sunday is a global celebration that puts the spotlight on the mission-related products found at museum stores worldwide. In partnership with the United Kingdom's Association for Cultural Enterprises (ACE) and the Museum Store Association (USA) MSAANZ is launching Museum Store Sunday as the annual day to shop conscientiously and support museum stores and their missions worldwide. Holiday shoppers will not only be able to find quality gifts filled with inspiration and educational value but, through their purchases, will support museums and cultural institutions, enabling ongoing and future cultural appreciation and knowledge.

## **Purpose:**

- To engage communities to support their cultural institutions during holiday shopping season
- To encourage culturally minded shoppers to see museum stores as a shopping destination
- To showcase and promote the beautifully curated products and unique experiences that museums stores offer to consumers
- To offer museum membership opportunities to new patrons while supporting their institutions
- To support the vendors, designers, and artisans who sell to the museum store community on a local, national, and international level.
- To encourage mission driven shopping which tangibly extends each museum's educational programs and experience
- To promote the value and importance of museum stores to the general public and the world

## **Timeline for Launch:**

Sponsorships secured by July 2017

Branding established by August 2017

Dedicated MSS website established by September 2017; explaining the campaign and listing all participating members. [www.museumstoresunday.org](http://www.museumstoresunday.org)

Marketing, PR & Social Media begins by September 2017

- Branded marketing package to be created and distributed to MSA members
- Marketing collateral will be available for download by each MSA member for use in print, in their store, and online.
- Standardized, branded press release to be created and distributed to each MSA member for customization; includes logo, tagline, colour palette and standard verbiage
- Local Promotion to be customized by individual museums
- Free admission to exhibits
- Extension of museum/museum store hours
- Local vendor/artisan trunk shows
- New product introductions
- Shopping discounts

**Advisors:**

American Craft Council	AmericasMart Atlanta
Association for Cultural Enterprises, UK	Andoniadis Retail Services
Bonnie Mackay Consulting	Book Expo America
Columbia River Maritime Museum	Crystal Bridges Museum of American Art
Cummer Museum of Art & Gardens Associates	David Howell & Company, Doyle &
Emergent Workshop	Fine Arts Museums of San Francisco
Galison/Mudpuppy	High Museum of Art
Las Vegas Market	Japanese American National Museum
Milwaukee Art Museum	Museum of Fine Arts, St. Petersburg
National Building Museum	National Museum of American Jewish History
Perez Art Museum Miami	Popcorn Custom Products
Stewart/Stand	The Barnes Foundation
The National World War II Museum	The New-York Historical Society
The Preservation Society of Newport County	The Walters Art Museum
VIELA Jewelry	Virginia Museum of Fine Arts
Museum Shops Association of Australia & New Zealand	

**About MSAANZ:**

The Museum Shops Association of Australia & New Zealand is a non-profit, voluntary organisation and the only professional organisation dedicated to cultural retail management in Australasia.

The Museum Shops Association of Australia & New Zealand exists to maximise the creativity, success and reputation of cultural institution shops as core contributors to their institutions through advocacy and by providing assistance, information and professional development.

**General MSS Information:**

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