



2022 Conference Program

Wednesday 14 September – Australian Museum

- 4.00** **Tour of Australian Museum (Optional)**
Australian Museum Foyer
- 5.00** **Conference Welcome Drinks & Supplier Showcase** Education Rooms
Unwind and get to know your new colleagues over a relaxing drink, meet our Supplier Members and find some exciting new products for your stores

Thursday 15 September – Harbour View Room, Australian Museum

- 9.00** **Registration & Welcome Coffee**
- 9.30** **Welcome**
Stephen Quinn - President, Museum Shops Association of Australia & New Zealand.
- 9.45** **Welcome to the Museum**
Kim McKay AM – Director & CEO, Australian Museum.
- 10.00** **Keynote Speaker:**
Adam Thow – Head of Commercial Activities – Royal Botanic Gardens , Kew
- Adam has extensive experience in commercial cultural operations including Sir John Soane's Museum, Barbican Centre, Natural History Museum and currently as Head of Commercial Activities at Royal Botanic Gardens, Kew, London. He will present an overview of Kew gardens and their commercial activities of retail, catering and venue hire. (Includes morning tea)
- 12.30** **Lunch**
- 1.30** **Past, Present and Future Session**
This panel discussion and audience participation will look at the effect of COVID on our business, whether it be a City location, Regional, New Zealand and the UK. What impact have changes in the economic and tourism climates had on consumer behaviour and how can we use this to our advantage in the future. (Includes afternoon tea)
- 5.00** **Close**
- 7.00** **Annual Conference Dinner**
(Venue TBA)

#MSAANZ22



**MUSEUM SHOPS
ASSOCIATION**
OF AUSTRALIA & NEW ZEALAND

2022 Conference Program

Friday 16 September – Harbour View Room, Australian Museum

8.30 **Welcome Coffee**

9.00 – 11.00 **2022 MSAANZ Benchmarking results**

Matthew Oliver – Head Retail and Online Sales, Australian War Memorial

Matthew will present the preliminary results from the recent Benchmarking survey.

(Includes morning tea)

11.00 – 12.30 **Sales & Promotions Strategies**

Panel discussion and audience discussion

How do you deal with slow selling or obsolete stock? Coming out of COVID lockdowns, what did you do with all your excess stock? How did you manage your stock turns?

12.30 – 1.00 **MSAANZ Annual General Meeting**

1.00 – 2.00 **Lunch**

2.00 – 3.00 **First Nations Merchandising**

We will hear from representatives from Australia and New Zealand about developments in First Nations merchandise. Now that the Aboriginal Flag has been freed, how do we as cultural institutions set best practice in the merchandising of the flag. In New Zealand there has been debate over the commercialisation of *Matariki* Day and how appropriate will this be.

3.00 – 5.00 **Keynote Speaker Adam Thow -**

Adam Thow – Head of Commercial Activities – Royal Botanic Gardens , Kew

We welcome Adam back to speak about environmental sustainability at Kew Gardens, a topic that is of prime importance to all our areas be they a Museum, Gallery, Zoo, Visitor Centre, or other attraction.

(Includes afternoon tea)

5.00 **Conference Close**

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