



86TH SOUTH AFRICAN MUSEUMS ASSOCIATION NATIONAL CONFERENCE

FIRST CIRCULAR | JUNE 2022

The 86th South African Museums Association National Conference will take place from 6-8 September 2022 in the Stellenbosch Winelands. This year's conference is a hybrid event consisting of an online and in-person programme and in-person events.

Our engagement with museums is indicative of the significance of culture and voice in the world today. Museums and the exhibitions they present help make sense of the world we live in, what we value and how to envision a better future. How does this 'Power of Museums' manifest in the cultural landscape of a liberated South Africa?

The proposed theme for the 86th SAMA National Conference is 'The Power of Museums' borrowed from the International Council of Museums' (ICOM) International Museum Day for 2022. Similarly, we will also reflect on the three key topics as identified by ICOM:

The power of achieving sustainability: Museums as destination places have significant positive roles to play within the social dynamics of society. Being key actors within their communities, museums can engage in self-cooperative work. This provides hubs within the community to sustain a balance between scientific, social, and economic development opportunities.

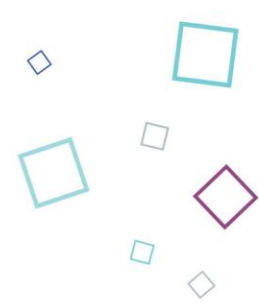
The power of innovation in digitalization and accessibility: The museum is at the forefront of technological developments, along with challenges on how museums and their virtual contexts are designed, organised, managed and more significantly, the process of how they make exhibitions and collections accessible. The complexity of this discipline is challenged by the heritage patterns of what we chose to keep and represent as society.

The power of community building through education: By assisting communities, whether it is with awareness, a sense of belonging or to carry the message of hope, museums are committed to develop and build relationships. Museums enable communities to have meaningful engagement by assisting with the growing need to advance skills development and life-long learning, consequently contributing to empowering minds for an engaged society within a liberated South Africa.

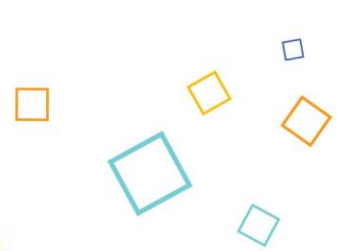
The exploration of these key areas is critical in the comprehension of the Power of the Museums and to those who question the relevance of the museum to society and its citizens.

86TH SAMA National Conference

THE POWER OF MUSEUMS



6-8
SEPTEMBER
2022



CONFERENCE OUTLINE

6-7 SEPTEMBER 2022 09:00-16:00 | HAZENDAL WINE ESTATE, STELLENBOSCH

The hybrid conference will allow for the following registration options:

TUESDAY 6 SEPTEMBER – DAY ONE | PROGRAMME

Online attendance | R350 pp

In-person attendance | R1250

WEDNESDAY 7 SEPTEMBER – DAY TWO | PROGRAMME

Online attendance | R350 pp

In-person attendance | R1250

THURSDAY 8 SEPTEMBER – DAY THREE | CAPE TOWN EXCURSIONS

In-person only | R0 pp. Please note that own transport applies.

THURSDAY 8 SEPTEMBER – DAY THREE | COCKTAIL DINNER

In-person only | R500 pp

REGISTRATION AND PAYMENT CLOSE ON 19TH AUGUST 2022.

Refer attached registration form for conference options and payment.

GENERAL & CONFERENCE INQUIRIES
SAMA WC Secretary
Email: samawc.secretary@gmail.com

MEMBERSHIP INQUIRIES
SAMA National Office, Marianne Gertenbach
Email: samuseums@gmail.com

PRESENTATIONS

The South African Museums Association Conference Organising Committee invites papers that explore the proposed theme and their applicability and significance within the Southern African context. There will also be a panel discussion and the opportunity to submit proposals for presenting a 10 minute “Show and Tell”.

The novice speaker’s session invites individuals that have two or less years in museums and heritage institutions and that have not presented a paper at a SAMA National Conference, to present a paper in a 10-minute slot.

Abstracts for all the above of no more than 300 words, and biographies of no more than 200 words, should be sent to samawc.secretary@gmail.com

THE DEADLINE FOR THE SUBMISSION OF ABSTRACTS IS 22 JULY 2022.

Please note the following:

- All presenters must please still register and pay for the conference.
- If your abstract is accepted, you will be notified by end of July and you commit to presenting at and attending the conference, or part thereof. Presentations can be via virtual or in-person attendance.
- All proposals submitted will be considered but the final choice rest with the organising committee.
- Presenters can make their papers available electronically for possible publication after the conference.
 - ✓ Papers must be formatted according to the Samantics guidelines. **OR**
 - ✓ Papers must be formatted according to the SAMAB guidelines and will undergo peer review.

CONFERENCE ENQUIRIES

General Conference enquiries	SAMA WC Secretary	samawc.secretary@gmail.com
SAMA WC Conference Coordinator	Heidi Boise	heidi@patrimoine.co.za
SAMA WC Chair	Elzette de Beer	samawc.chair@gmail.com
SAMA WC Treasurer	Moses Mthethwa	manager@cpnelmuseum.co.za
Advisory Member	Catherine Snel	Catherine.Snel@sanlam.co.za
Advisory Member	Cathy Salter-Jansen	cathy@simonstownmuseum.co.za
Advisory Member	Tazneem Wentzel	education@simonstownmuseum.co.za