

Vision

The South African Museums Association (SAMA) was established in 1936 to promote and develop museums and the museum profession in South Africa. It acts as an advocate for the museum profession in South Africa and lobbies for museum interests at different levels of government. Furthermore, it is committed to making museums more accessible and relevant to all South African communities.

Mission

The South African Museums Association is a professional association, operating on a not-for-profit basis, which aims to promote museums, museology and the museum profession in South Africa. It strives to protect, manage and create awareness of the cultural and natural heritage of all South Africans by:

- developing museum resources for the enrichment and education of the general public;
- developing the capacity and effectiveness of the museum profession in South Africa;
- developing ethical and sustainable museum and heritage practices in South Africa;
- addressing critical issues relating to the museum and heritage sector in South Africa.