



# WHAT DIFFERENCE DO MUSEUMS MAKE?

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**Using values in sector branding  
and public marketing**

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# Premises

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1. Brand equity
2. Values brands
  - Product brands –Coke, Nike
  - Corporate brands- Banks
  - Value brands- Museums

# Developments

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1. Audience research into intrinsic needs and motivating values
2. Public value

# The political context

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- Modernising government
  - economic reform
  - social reform
- *Utilitarian or instrumental paradigm* for assessing the public value of museums based on fiscal and social accountability and opportunity costs

# The Reaction

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- Counter-movement on the part of the museums' sector
- Calls for a more holistic paradigm to assess the public value of museums
- Democratisation of culture to involve the public more in values identification

# The public context

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- Less time
- More competitors for limited leisure time
- More competitors with bigger marketing budgets than museums!

# Public sample

<b>SAMPLE</b>	<b>Small city</b>	<b>Regional centres</b>	<b>Large city</b>
<b>Young adults 18-24 years</b> Group 1- museum visitors Group 2- non museum visitors	Young adults 18-24 years	Young adults 18-24 years	Young adults 18-24 years
<b>Parents with children under 12 years</b> Group 1- museum visitors Group 2- non museum visitors	Parents with children under 12 years	Parents with children under 12 years	Parents with children under 12 years
<b>Adults without children 35-50 years</b> Group 1- museum visitors Group 2- non museum visitors	Adults without children 35- 50 years	Adults without children 35- 50 years	Adults without children 35- 50 years
<b>Seniors 55 +</b> Group 1- museum visitors Group 2- non museum visitors	Seniors 55 +	Seniors 55 +	Seniors 55 +

# Questions of value

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- Meaning
- Contribution
- Loss



# Value outcomes

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## Four dimensions

- Intrinsic value
- Instrumental value
- Institutional value
- Use value

# Use value

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- Direct use
- Non use
  - existence
  - option
  - bequest

# Non-use values

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- **Existence value**  
***I rarely visit museums, but I recognize their importance as a visual record of the past (Public cohort: male, visitor, 55-70, urban resident)***
- **Option value**  
***Even though I do not visit often, I would still feel the loss personally if museums no longer existed. I anticipate that in retirement I may have the time and be more inclined to visit (Public cohort: male, visitor, 55-70, urban resident).***
- **Bequest value**  
***I don't think I would lose much sleep if museums ceased to exist; However, it would be sad for future generations not to have the opportunity to see our history other than in photos, books etc. (Public cohort: male, non-visitor, parent, urban resident)***

# Institutional value

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1. Information that is trusted because it is honest, balanced and fair
2. *Public* access to collections
  - *Exhibits would be lost to private collections, beyond the sight of the majority of people* (Public cohort male, visitor, 35-50, urban resident)
  - *[Museums] enable ordinary people to see artifacts they might never have the opportunity to experience* (Public cohort: female, non-visitor, 35-70, urban resident)

# Instrumental value

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- To the economy through tourism, employment, a multiplier effect on local economies
- To communities through social participation, leisure, provision of an educational resource and cultural capital
- To individuals through learning

# Contributions to the economy

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- Access to the *ideas* archive
- Inspiring creativity and innovation

# The public

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- Promoting those values that resonate with the public experience of museums
- Intrinsic values
  - perspective
  - reflection
  - enrichment
  - discovery
  - awe
  - joy
  - access to history

# In their own words...

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- ***[Museums] give a perspective of how insignificant the human race really is. Sometimes that is really good when you feel like things happening in your life are overwhelming (Public cohort: female, visitor, parent, urban resident)***
- ***A quite place to go and have a look and browse; A tranquil place to wander when quiet time is needed (Public cohort: female, visitor, 18-24 years, urban resident)***
- ***[Museums offer] possibilities to look at both the familiar and the unexpected. New discoveries among the old friends at every visit (Public cohort: female, visitor, 55-70 years, urban resident)***
- ***Museums can be places of excitement and awe. They can provide windows to art, history and worlds that individuals have no other way of experiencing (Public cohort: female, non-visitor, parent, regional resident)***



# Access to history

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- The communal archive
- Experience of the past
- The lessons of history
- Belonging
- Cultural transmission
- Cultural continuity

# The use of values

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- Promoting the positive value of the sector to politicians and bureaucrats
  - institutional
  - instrumental
  - use including value by non-users
- Promoting to the public through the things they value about museums-  
using their own words for alignment



# Thank you

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## Questions welcome

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