

<b>Title</b>	<b>Demonstrate knowledge and skills to develop a proposal for a museum public programme</b>		
<b>Level</b>	<b>4</b>	<b>Credits</b>	<b>10</b>

<b>Purpose</b>	People credited with this unit standard are able to explain how museum public programmes contribute to a museum's mission and purpose, and develop a detailed proposal for a museum public programme.
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<b>Classification</b>	Museum Services > Museum Public Programmes
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<b>Available grade</b>	Achieved
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## Guidance Information

- 1 All learning and assessment in this standard must be carried out in accordance with museum tikanga, policy, process and practice. This includes documented policies and procedures and established practices for the operation of museums and may include but is not limited to: application of the articles of Te Tiriti o Waitangi, culture and/or legal requirements, standards, codes of ethics, and relevant industry best-practice documents.
- 2 For the purposes of this unit standard the public programme may be real or hypothetical but must be developed to comply with the policy and practice of one museum.
- 3 Definitions  
*Museum* includes museums, art galleries, whare taonga, tribal museums, cultural and community centres holding public collections, science centres, interpretive centres, exhibition centres, and historic places.  
*Public programmes* include exhibitions, tours, workshops, demonstrations, illustrated lectures, performances, research, day schools, community events and educational programmes.  
*Taonga* are tangible and intangible items of cultural and social significance to Māori.
- 4 Recommended skills and knowledge  
Unit 20554, *Demonstrate knowledge of museums and responsibilities of the museum sector in Aotearoa New Zealand*, or demonstrate equivalent knowledge and skills.

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## Outcomes and performance criteria

### Outcome 1

Explain how museum public programmes contribute to a museum's mission and purpose.

**Performance criteria**

- 1.1 The role of public programmes in fulfilling a museum's mission and purpose is explained.
- 1.2 The role of collection items and/or taonga, and the use of related stories and/or whakapapa, in museum public programmes are explained.
- Range may include but is not limited to – recording, communicating and promoting heritage; engagement; reflection; enjoyment; knowledge sharing and education.
- 1.3 The role of public programmes in provoking discussion, kōrero and debate is explained.
- 1.4 The targeting of specific groups in public programme planning is explained.

**Outcome 2**

Develop a detailed proposal for a museum public programme.

**Performance criteria**

- 2.1 The purpose, objectives and outcomes of the proposed public programme are developed.
- 2.2 The proposed public programme's target audience is defined and described in accordance with museum mission and purpose.
- 2.3 A conceptual framework of the proposed public programme is created.
- 2.4 The location for the programme and physical requirements are identified in accordance with the proposed public programme's objectives and audience potential.
- Range may include but is not limited to – access, audio-visual requirements, space, lighting, cultural safety.
- 2.5 Collection items and/or taonga required for the programme and their source are identified and issues or risks described.
- 2.6 Materials, resources, and personnel, within the museum and beyond, relevant to the proposed public programme, are identified.
- 2.7 A detailed budget for the proposed public programme is produced.
- Range may include but is not limited to – initial costing, identification of possible funding source, resource constraints, personnel costs, revenue generation, koha.
- 2.8 A health and safety analysis and/or risk analysis for the proposed public programme is produced.

- 2.9 A promotional plan for the proposed public programme is produced.
- 2.10 A timeline and key milestones for the proposed public programme are produced.

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<b>Planned review date</b>	31 December 2028
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**Status information and last date for assessment for superseded versions**

Process	Version	Date	Last Date for Assessment
Registration	1	24 May 2005	31 December 2018
Rollover and Revision	2	21 September 2007	31 December 2018
Review	3	21 January 2011	31 December 2025
Review	4	18 August 2016	31 December 2025
Review	5	26 October 2023	N/A

<b>Consent and Moderation Requirements (CMR) reference</b>	0099
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This CMR can be accessed at <http://www.nzqa.govt.nz/framework/search/index.do>.

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**Comments on this unit standard**

Please contact Toi Mai Workforce Development Council [info@toimai.nz](mailto:info@toimai.nz) if you wish to suggest changes to the content of this unit standard.