

# ***VAAL TEKNORAMA POLICY***



## ***POLICY, PROCESSES AND PROCEDURES***

RECOMMENDED

THAT the **Vaal Teknorama Policy** and the contents thereof be tabled for approval at the Mayoral Committee.

**Version**           Version 2

**Date**               March 2014

**Document Name**   **Vaal Teknorama Policy and Procedures**

**Reviewed By**

\_\_\_\_\_ **Date:** \_\_\_\_\_  
**INTERNAL AUDITOR**

**Supported By**

\_\_\_\_\_ **Date:** \_\_\_\_\_  
**CHIEF FINANCIAL OFFICER**

**Signature**

\_\_\_\_\_ **Date:** \_\_\_\_\_  
**MUNICIPAL MANAGER**

**Adopted by the Mayoral Committee**

\_\_\_\_\_ **Date:** \_\_\_\_\_  
**CHAIRPERSON**

**Approved by the Council**

\_\_\_\_\_ **Date:** \_\_\_\_\_  
**RESOLUTION**

**Effective date**       .....

**Next revision date**   .....

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# 1. POLICY

## 1.1 Overview

Sedibeng District Municipality has developed its Vaal Teknorama Policy to regulate the manner in which activities relative to the museum is conducted.

This in recognising its:

- i. community orientation; and
- ii. the need for good governance.

The policy is promotes a transparent and codified internal control system aimed at promoting its core District Objectives to ensure that the limited resources at the disposal of Sedibeng District Municipality will be focused towards serving the various stakeholders in the pursuit of their interactions with Sedibeng District Municipality both efficiently and congruent to approved budgets and broader financial policies of Sedibeng District Municipality, whilst minimizing the temptation of misuse of municipality funds.

The policy is applicable to all Sedibeng District Municipality staff charged with discharging municipality related activities in this regard. It seeks to institute the necessary control measures to facilitate the daily activity of the municipality by providing:

- i. A guideline for all stakeholders both internal and external;
- ii. An internal dynamic document detailing the processes required for the efficient discharge of duties to ensure the efficient administration of the Sedibeng District Municipality budgets

## 1.2 Purpose

The policy is intended to provide a framework for Municipality's special purpose vehicle and implement effective processes to sustain cash flow in a manner prescribed in the Municipal Finance Management Act, 2003 and National Treasury Regulations.

We define museum in the manner as held by the SAMA Accreditation Handbook 1 which states that:

*A museum is defined as a permanent, nonprofit institution, in the service of society and open to the public, which acquires, conserves, researches, communicates and exhibits, for the purpose of study, education and enjoyment, material evidence of man and his environment.*

*Museums are community and educational centres which exist to interpret the cultural and natural world to the public through activities, programmes and the use of real objects from the collections. Conservation, research and education are the central functions of museums.*

### **1.3 Objectives**

Vaal Teknorama meets all the above criteria and seeks to be at the forefront of the cultural legacy of the Vaal triangle, whilst recognizing that the museum as:

- a) Being a centre of musicological excellence by protecting and presenting knowledge about the history of South Africa and Sedibeng
- b) Supporting and promoting enjoyment through accessibility and excellence in Sedibeng's cultural heritage expression
- c) Promoting full and equitable participation and involvement through community and institutional partnership
- d) Fostering a shared sense of community, common identity, and history through cultural awareness, advocacy and dialogue
- e) To develop strategic partnerships with civic organizations, communities and other institutions
- f) Leverage off the heritage status to contribute to the economic growth of the district.

## **1.4 Business Process Framework**

### **1.4.1 Legislative Framework**

The *Municipal Systems Act (No. 32 of 2000) (MSA)*, *Municipal Finance Management Act (MFMA) (No. 56 of 2003)*, the *National Heritage Resources Act (No. 25 of 1999)*, *National Heritage Council Act (No. 11 of 1999)* and other applicable legislation informs and seeks to regulate the functioning of the museum.

### **1.4.2 Accounting Framework**

The responsibility of fiscal regulation of the heritage sites lies with the Accounting Officer and Chief Financial Officer, or delegated official, who has to ensure that reasonable controls exist to support the implementation of policies. In delegating this function to subordinates, it does not alleviate the responsibility of the Chief Financial Officer. The HOD has to ensure all policies and procedures are communicated to and implemented by the responsible individual(s).

### **1.4.3 Code of Ethics**

The National Heritage Resources Act prescribes the Code of Ethics for South African museums. The code is based on the International Council of Museums (ICOM) Code of Ethics for Museums. Via the SAMA membership the Vaal Teknorama is bound by such code of conduct.

## **1.5 Recommendations**

- i. This policy, processes and procedures document supersedes all previously issued references to the Vaal Teknorama museum;
- ii. This policy, processes and procedures document be recognised as providing the framework of operation and internal control

mechanisms for all staff members of the municipality charged with the Vaal Teknorama in a particular vote;

- iii. This policy document be adopted by the Executive Management and the broader Council of Sedibeng District Municipality as the framework for the Vaal Teknorama.

## 2. PROCESSES

### 2.1 Statement of Purpose

The Museum/s situated in Sedibeng District fulfills its mandate as a steward, facilitator and advocate through commitment to and collaboration with the community it serves. The museum actively seeks to embrace its core strategic objectives of :

- i. Collection;
- ii. Exhibition;
- iii. Conservation;
- iv. Education; and
- v. Marketing.

It is in this spirit of managing a cultural institution as an active partner in the cultural activity of Sedibeng District that the following statement of purpose is made.

#### 2.1.1 *Museological Excellence*

##### 2.1.1.1 *Stewardship*

- i. To consider community need in the development and re-development of properties owned and operated by the District Municipality for museum purposes and to support initiatives to build and improve facilities dedicated to cultural endeavours
- ii. To practice sound fiscal responsibility and operational efficiency to maximize the use of its financial resources



2.1.1.2 Access

- i. To provide and encourage opportunities for learning, enjoying and participating in the cultural history of Sedibeng District

2.1.3 Enjoyment

- i. To increase on a continuous basis visitor satisfaction through creative and innovative activities and exhibits

2.1.4 Understanding

- i. To establish and maintain programs and services for learning

• **Key Performance Areas**

The work of Museums in Sedibeng District should be structured around the following six **key strategic goals**:

1. Drive the transformation process according to national guidelines
2. Achieve service excellence through management and development of human resources
3. Build, care for and interpret the collections
4. Improve and broaden accessibility
5. Unlock the educational potential of Museums and promote and innovatively showcase arts, culture and natural history
6. Ensure financial viability

### 3. PROCEDURES

#### **3.1 *Ethical Issues in Collecting and Exhibiting and Educating***

- 3.1.1 Laws and Regulations - The acquisition of objects shall conform to all existing and subsequent binding International conventions, National and Provincial laws and regulations.
- 3.1.2 Conflicts of Interest -The District Municipality recognizes the fact that museum employees to be involved in activities as citizens of the community but employees must keep their roles as private citizens separate and distinct from their responsibilities as public service employees and should avoid any conflict of interest situations.
- 3.1.3 Collections – subject to the published written statement on collections by the museum, which guides as to care and use and reviewed every five years.
- 3.1.4 Illicit Material – All collections should be based on valid title and the necessary due diligence needs to be performed to discourage and unearth any attempt at the willful destruction and trade of the human and natural environment.
- 3.1.5 Field study and collecting – The Vaal Teknorama will assume the lead in field exploration, collecting and excavating for heritage in the Vaal Triangle. The basis any such activity will be preceded by an investigation of the project in terms of legality, academic and scientific relevance and where a living community is involved, with informed and mutual consensus.
- 3.1.6 Co-Operation with other museums and loans to and from museums – Based on all the above ethical standards.
- 3.1.7 Disposal of collections – Based on approval by the necessary governing committee which applies its mind to the need for lack of posterity and based on the necessary legal advice.
- 3.1.8 Return of property – Where title has been obtained by dubious means and there is a request for a return of artifact from the country, district of origin, - open and honest dialogue should be engaged for a solution.

- 3.1.9 Educational and Community Role – Vaal Teknorama will as a service to the community be generally open to the public at reasonable hours and for regular periods so as to promote its educational value
- 3.1.10 Exhibitions and displays and special activities – Should not in any way compromise the integrity of the museum nor disway the visitors from the permanent collection
- 3.1.11 Accreditation – Quality evaluations need to be done on exhibitions and educational / academic displays to uphold the necessary standards

### **3.2 Collections Acquisition**

- 3.2.1 Museum/s in Sedibeng District shall assume a proactive role in determining a collection strategy and in defining acquisition priorities
- 3.2.2 Material can be added to collections through donations, bequest, purchase, exchange [*with other similar institutions*] and/or field collection
- 3.2.3 No addition to collections shall be accepted, which is subjected to conditions imposed by a previous owner constraining the Museum/s right to exercise full stewardship, care and use management
- 3.2.4 No human remains are to be collected
- 3.2.5 Selection criteria for collections are based on:
  - 3.2.5.1 Relevance and meaning;
  - 3.2.5.2 Quality and artistic merit;
  - 3.2.5.3 Comprehensiveness and context;

### **3.3 Exhibitions**

- 3.3.1 Vaal Teknorama subscribes to a policy of quality control in all of its exhibitions through adherence to the code for international best practices
- 3.3.2 Security, conservation and public safety needs to be a priority in considering any exhibition
- 3.3.3 Vaal Teknorama will assume, as custodian, to present a balanced range of International, National and Provincial cultural interests in addition to its permanent collection

- 3.3.4 Academic, educational, technical and aesthetic standards of excellence will be upheld
- 3.3.5 Should the exhibition invoke controversy or be deemed to defame, the functional head of Vaal Teknorama reserves the right to make final judgments' regarding the addition or omission of works
- 3.3.6 Exhibitions need to be endorsed formally by the necessary committee and functional head prior to being exhibited in the Vaal Teknorama
- 3.3.7 The Vaal Teknorama reserves the right to make changes to exhibitions to suit the heritage and cultural mix of the district
- 3.3.8 Travelling or loan exhibitions need to add value to the permanent collection or the education programme
- 3.3.9 Travelling or loan exhibitions will be restricted to works by artists of national or international repute.
- 3.3.10 Travelling or loan exhibitions need to be approved by the necessary committee and functional head and on the basis of it not becoming permanent

### **3.4 *Education and Development***

- 3.4.1 The Vaal Teknorama will strive to make cultural and heritage accessible to all by serving as an educational catalyst through promotional activity
- 3.4.2 The cornerstone of such education and development will be collecting, documenting, conserving, researching and compiling exhibitions
- 3.4.3 The Vaal Teknorama will develop services and both formal and non-formal educational programmes for public and especially youth consumption
- 3.4.4 Guided tours will be presented and marketed to school groups and public interest bodies as Vaal Teknorama serves as a learning facilitator
- 3.4.5 The local community interest will be evoked through relevant and topical exhibitions with necessary debates / discussions / presentations
- 3.4.6 School educators will also be encouraged to utilize - subject to the necessary guidance by Vaal Teknorama personnel, who will impart the knowledge – the artifacts and exhibitions as demonstrative roles

- 3.4.7 Vaal Teknorama also undertakes to advertise and publish the necessary information to place cultural and heritage activities at the forefront of the public domain
- 3.4.8 Vaal Teknorama will also attempt to narrow the cultural divide by breaking down barriers between communities through the persuasion of its cultural activities
- 3.4.9 Vaal Teknorama will develop workshops, holiday programmes, walkabouts, lectures and guided tours for general public consumption
- 3.4.10 Vaal Teknorama will be at the forefront of the heritage conservation in the Vaal Triangle
- 3.4.11 Vaal Teknorama will have a targeted audience approach linked to its key performance areas of the staff complement

### **3.5 Interpretation Plan**

The Interpretations Plan shall be formulated by the curator/s of Museum/s

- 3.5.1 The plan should identify and prioritise how the Museum/s will interpret its collection, themes and sub-themes to the public. In selecting the most appropriate means of interpreting the collection and themes related Sedibeng District's history, staff shall consider the interpretation criteria.
- 3.5.2 Special programmes and events must be encouraged that will contribute directly to public appreciation of the historic character of the collection.
- 3.5.3 The plan should clearly and concisely state the interpretive output of the goals and objectives. The plan shall:
  - 3.5.3.1 Define methods of delivery to be used i.e. self-guided tours, participatory exhibits, special event celebrations, school and tertiary programmes and revenue.

- 3.5.3.2 Provide ongoing evaluation of all facets of the interpretive outputs

### **3.6 *Communication and Marketing***

It important for Museums in Sedibeng District to have the following communication and marketing priorities

- 3.6.1 To promote attendance by developing effective marketing strategies for museum/s exhibits and programmes

- 3.6.2 To develop comprehensive evaluation procedures to garner public response to programmes and services

- 3.6.3 To strengthen partnerships with other cultural tourism institutions and organisations

- 3.6.4 In so doing, the museum/s will pursue the following activities:

- 3.6.4.1 Public Relations

- i. To promote the values of cultural awareness
    - ii. To contribute to community initiatives
    - iii. To encourage support and recognize individuals and Groups in heritage activities

- 3.6.4.2 Promotions

- i. To promote the institution, its collection and services as an accessible public service
    - ii. To provide a response to community assessments of services provided by the institution

- 3.6.4.3 Business Development

- i. To increase attendance and the related admission revenues

- ii. To increase ancillary revenue from gift sales and facility bookings etc
- iii. To sustain and expand financial partnerships through grants, donations, partnerships and related activities.

The Municipality together with the Museum/s will establish administrative procedures for the creation and monitoring of business and communication plans.

Using an integrated approach these plans shall conform with the museum/s mandate and mission; expand awareness; participation and revenue and incorporate community and institutional partnerships.

### **3.7 Fees payable**

There are two types of fees required to be paid in terms of the Cultural Institutions Act, 1998 namely; the request fee and the access fee (for notification of the decision regarding granting of access).

3.7.1 A requester who seeks access to a record containing personal information about that requester is not required to pay the request fee. Every other requester must pay the request fee of R35 (payable to public bodies).

3.7.2 The information officer must notify the requester (other than a personal requester) by notice, requiring the requester to pay the prescribed request fee (if any) and deposit (if any) before further processing the request.

3.7.3 The requester may lodge an internal appeal, where appropriate, or an application to the court against the tender or payment of the request fee.

3.7.4 After the information officer has made a decision on the request, the requester must be notified of such a decision in the way in which the requester wanted to be notified in.

3.7.5 If the request is granted then a further access fee must be paid for the reproduction and for search and preparation for any time required in

excess of stipulated hours to search and prepare the record for disclosure.

3.7.6 Access to a record will be withheld until the requester has paid all the applicable fees.

### **3.8 *Mechanisms to Inform Policy and Programmes***

3.8.1 Visitor satisfaction surveys, to assess the effectiveness of service delivery from the perspective of the visitors who are the users of the particular service;

3.8.2 Friends' organizations;

3.8.3 Stakeholder meetings for exhibition development

### **3.9 *Museum Collections re-visited***

Museum collection acquisition, loans and disposals are guided by the general guidelines as described in section A.12, A.12.6 and A.13 Acquisition to Museum Collections; see Code of Ethics of the South Africa Museums Association [SAMA]

### **3.10 *Documentation***

The Museum collections are documented according to museological standards, see Code of Ethics, SAMA, par. B.2.4.

### **3.11 *Research***

Museum research is guided by the Code of Ethics, SAMA, and Par. A.12.3.

### **3.12 *Conservation***

The conservation of tangible and intangible heritage assets are guided by, the Code of Ethics, SAMA Par. B.2.3 and National Heritage Resources Act.



### **3.13 *Volunteers***

Museum/s in Sedibeng District should seek to sustain a working relationship with individual volunteers and not for profit community organizations. Engaged in reasonable balance and under the leadership and supervision of the relevant staff, volunteers can assist in many aspects of museum activities. To support volunteers the Municipality can provide training in safety and risk management.

Groups and individuals can also provide financial contributions, gifts in kind and advice and information. These valuable partnerships ensure a vibrant partnership with the whole community and additional resources.

### **3.14 *Amendment and Review of the Policy***

The Vaal Teknorama Policy shall be reviewed annually and/or at the discretion of the CFO due to changing circumstances as a result of the legislation or otherwise.

## APPENDIX ONE: Request Fee Template



### A] Applicant/Organisation

Name of Person / Organisation.....

Address.....

Contact Person.....

Telephone Number.....

Organisations Registration Number *[if Any]*.....

### B] Request

#### *Details of Request*



***Previous requests over the last three years***

<b>Request</b>	<b>Date</b>	<b>Purpose of request</b>

***Do you consent to the Municipality evaluating the request?***

<b>Yes</b>	
<b>No</b>	

**C] Information Regarding the Organisation**

***What services or activities does your organisation provide to Sedibeng residents?***


**PRINCIPAL OBJECTIVES:**

*Describe in broad terms the principal objective of your organisation*


*How will your Organisation benefit by the request?*

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**FOR OFFICIAL USE:**

<b><i>Date of Application Received</i></b>	
<b><i>Approved/ Declined By [incl. date]</i></b>	
<b><i>Checked By</i></b>	

<b><i>Municipality's Official Stamp</i></b>
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**APPEALS TEMPLATE**

**I/We,**

.....  
.....

refer to our access request dated ....., as declined by Sedibeng District on ....., herewith would like to lodge an appeal to such decision.

***Motivation for Appeal***

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**FOR OFFICIAL USE:**

<b><i>Date of Appeal Application Received</i></b>	
<b><i>Approved/ Declined By [incl. date]</i></b>	
<b><i>Checked By</i></b>	

***Outcome conveyed to client:***

<b>Yes</b>	
<b>No</b>	
<b>Date</b>	
<b>Comments</b>	
<b>Signed</b>	

***Municipality's Official Stamp***