



Funding

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Keynote address
ICMM Congress 2009



Approaches to funding

- Different funding models yet common themes evident
- Changes in approach & style emerging
- Comments applicable mainly to UK
- Current funding challenges



Categories of support - 1

- Government direct funding
 - Under strain due to economic downturn
 - Seeking greater operational efficiencies



Categories of support -2

- Corporate
 - Fundamental change in its nature
 - Socially responsible giving
 - Seek involvement in nature & content of project
 - Need to engage as active partner
 - Encourage linking of countries and cultures
 - Need to create win:win for both parties



Categories of support – 3

- Trusts & Foundations
 - Aim: tax effective giving
 - Don't support operating costs
 - Grants likely to fall for next year or so

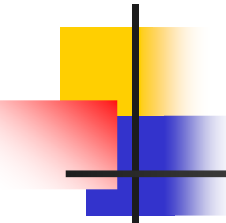


Categories of support – 4

- Museum-run support groups
 - Legacy gift programs
 - Members/Friends
 - Corporate members

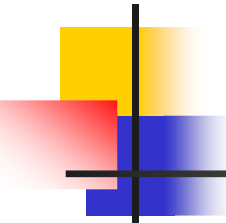
Questions & Issues

What does the sponsor want from a museum?




Partnership

- Understand the sponsor's public giving policy & objectives



How do we combine the preconditions of public and private support?

- Requires greater level of shared, mutual understanding



What is the unique selling point of maritime museums in a sea-blind society?

- Tend to assume too much prior knowledge
- Truly international/global story
- The great facilitator of all else



What does cultural entrepreneurship mean in times of economic recession?

- Must not sacrifice integrity, quality or accuracy.
- Must stimulate the mind
- Must engage the wider public
- Must convey story in modern & exciting context