



ICOM ZAMBIA, INTERCOM, ICR, NATHIST, ICOM AFRICA partnered to hold an International Museum Conference in Livingstone, Zambia from 1st to 5th November 2024. The conference was themed. "Museum Leadership in the 21st Century: Regional Impacts and Global Challenges." **ICOM SUSTAIN** held a workshop for museum leaders and participated on a panel discussion.

The conference was hosted by the Livingstone Museum and at the David Livingstone Safari Lodges and Spa and at The Courtyard Hotel. It brought together global museum leaders, business professionals and government officials to address the evolving role of museums in an increasingly digital and interconnected world. It highlighted the unique regional challenges museums face and global impacts, explored strategies for harnessing leadership skills to meet global impacts effectively.

Held over three days, the conference emphasized modern museum leadership's complex responsibilities, focusing on managing cultural assets, adapting to digital trends, and tackling issues of provenance and strategic planning.

Workshops were designed to equip museum professionals with practical skills in management, strategic planning, provenance research, sustainable practices and responding to climate change and digital transformation, providing tools to create sustainable, forward-thinking institutions.



International Committee Chairs interacting with the Minister of Tourism, Hon. Rodney Sikumba

Supporting Partners

The National Museums Board, an institution that oversees museums in Zambia, together with Zambia Tourism Agency, an institution that has been mandated to market Zambia's tourism both locally and internationally, partnered with ICOM International Committees in advertising, arranging conference venues, excursions, dinners and transport. The Zambian government, through the Ministry of Tourism, gave support to the conference by ensuring that the programme and conference activities were conducted

NUMBER OF DELEGATES AND COUNTRIES REPRESENTED

The number of in-person delegates was 111 while on average 20 people attended online all the three days of the conference. The number of countries represented was 25. The conference attracted 74 local participants and 37 internationals.

ACTIVITIES – PRESENTATIONS

SPEAKERS

The conference was privileged to attract speakers from around the globe. 52 speakers made various presentations at the conference, including a poster session that was held at Livingstone Museum. The conference was officially opened by the Minister of Tourism, Hon. Rodney Sikumba. Thereafter, the Director General of National Museums Board, George Mudenda read a speech followed by Vice President, Terry Nyambe. The conference presentations were held over three sessions that were divided into Museum

Management and fundraising, Digital Transformation and Strategic planning. Three keynote speakers Dr Samson Kantini, Linda Mboya and Dorit Wolenitz.



Dr Samson Kantini, presenting his keynote address



Linda Mboya presenting her keynote address



Dorit Wolenitz presenting her keynote address



Hon. Rodney Sikumba, Minister of Tourism officially opening the conference



George Mudenda, Director General, National Museums Board presenting his speech during the conference



Terry Nyambe, Vice President ICOM, presenting his speech during the official opening of the conference



Dr Samson Kantini, presenting his keynote address



Cultural Dance during the official opening



School Choir performing during the conference



Part of the delegates during the conference



during the conference

Zambia National Dance Troupe performing



School children performing during the conference

POSTER SESSION

The Poster Session was held at the Livingstone Museum on 2nd November 2024. Victoria Chitungu, Director of Livingstone Museum welcomed delegates. Esther Kabalanyana Banda and Fatma Soliman presented their posters. Both presenters focused on museum preparedness on digital transformations and its challenges.



From left to right: Esther K Banda, Victoria Chitungu and Fatma Soliman during the Poster Session at Livingstone Museum

"NIGHT AT THE MUSEUM"

The Livingstone Museum was the host of the conference. Established in 1934, it is the oldest and largest Museum in Zambia, with extensive collections in archaeology, history, ethnography and natural history. Delegates visited the Livingstone Museum on 3rd November 2024. There was a brief power outage and delegates experienced the real 'night at the museum'. The exhibitions tell a story of the Zambian people and their environment from Stone Age to present day, covering the country's prehistory, history, natural history and culture. The Museum also has a special collection on the missionary and explorer, David Livingstone, from which the Museum derived its name.

WORKSHOPS

Four workshops were held on 3rd November namely; **Digital Transformation Web 3**, which was led by Anthony Azekwoh and Heloise Amez-Droz. **Provenance Research on Objects of the Colonial Era was led by** Hans van de Bunte. **Museum Management was led by** Goranka Horjan and **Strategic Planning** was led by Jane Legget.

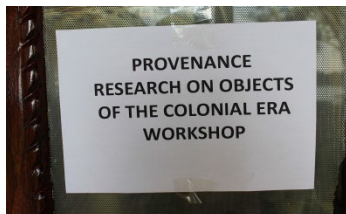
During the Museum Management workshop, discussions explored the essential qualities and strategies for effective museum leadership today. Leaders shared experiences from institutions of various sizes, discussing adaptive leadership in response to cultural, economic, and technological pressures.



In the Strategic Planning Workshop, Experts used an action-planning template to identify and understand the tasks involved in planning realistic action towards a clearly defined and achievable result relevant to a committee's work and aligned with one of ICOM's ten outcomes.



In the Provenance Workshop, participants established that ethical provenance practices are becoming essential as audiences demand clarity about collections' origins, particularly regarding items with colonial or contested histories.



In appreciation of this workshop, Stephen Mwila said, “ The ideas you shared to us during the training were eye opening and practical case studies from Malaysia and Netherlands helped to cement the ideas of how and the procedure on the process of carrying out provenance research.”



Stephen Mwila

Victoria Chitungu observed that, “ the knowledge owned by Western museum colleagues on colonial artefacts from African countries is often misleading and decontextualized within a Western paradigm. This knowledge often erases the more essential information on the relevance of the artefacts in a local source community context.”



Victoria Chitungu

In the Digital transformation workshop, delegates were interested in exploring new fundraising avenues and connecting in new innovative ways with communities, local ones as much as international ones. That being said, the technology still seems to feel overwhelming as well as the legal challenges and ethical risks associated with managing collections in different ways. There is likely a longer learning journey to envision before actionable steps can be taken.



PANEL DISCUSSIONS

The Panel discussions were moderated by Terry Nyambe (ICOM Vice President). The panellists included Lizzy Moriarty, Limpo Malama, Jess Castello, Wilbard Lema and Annie Marie Gillies. Jess, Wilbard and Annie-Marie presented online. the panellists discussed the genesis of the survey on museum leadership, risk management, the importance of community engagement and strategic planning with a focus on African museums.

BOOK PROMOTION

Darko Babic presented a book entitled, "*Perspectives on Museum Management*", which explores contemporary practices in the field of museum management. The book demonstrates how strategic vision and effective leadership can enable museums to fulfil their varied roles and empower staff to achieve their individual and collective objectives.



ICOM SUSTAIN WORKSHOP

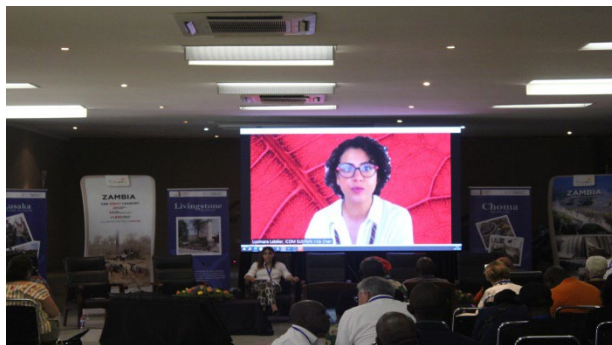
The workshop used as main tool, the ICOM ´s Framework Sustainability Action Plan, an introduction to a member-driven approach to museums & sustainable development. The workshop was designed (for 50/60 participants) to meet the challenges that face the ICOM members, both individual and institutional, to a member-driven/strategic

approach to museums and sustainable development. The workshop addressed challenges in museum sustainability, emphasizing governance, leadership, and resource management. Key focuses included adopting the SDGs, enhancing collaboration, community engagement, and training. Priorities involve integrating sustainability into operations, leveraging resources effectively, fostering partnerships, and promoting eco-friendly practices. Strategies include education, capacity building, funding alignment, and monitoring environmental impacts. Actions aim to preserve heritage, boost inclusivity, and strengthen museum roles in social and cultural development.



Michela Rota during the Sustain panel

discussion



A video recording of Lucimara Letelier was played during the ICOM Sustain panel discussion.

RAILWAY AND JEWISH MUSEUM VISITS

The Railway and Jewish Museums are a combo located on one site. Delegates visited the site which is a host to some of the excellent examples of Zambia's Railway heritage. they include old steam locomotives and vintage coaches and old photographs illustrating lifestyle in the pioneer days of Livingstone town. The Jewish community in

Zambia spearheaded the creation of the Jewish Museum which showcases the history of Jewish settlement in the country.



VICTORIA FALLS VISIT

The Victoria Falls is a world heritage site which forms a natural border between Zambia and Zimbabwe. Due to climate change, the Zambia did not receive much rainfall in the 2023/2024 rain season and this reduced the flow of water on the Zambezi River.

Delegates viewed the wide basalt cliffs of the Falls. Peak flood season is around March to May when the full power of the Falls can be experienced in all its glory.





NATIONAL PARK VISIT

Delegates also visited the Mosi-O-Tunya National Park, where they appreciated natural heritage

