

MUSEUM BUSINESS MODEL for **SUSTAINABILITY**

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WHAT IS OUR BUSINESS

AND

HOW DO WE...

Sustain our business?

Care for our collection?

Maintain our reputation as a respected source?

Create greater offerings for the public, sponsors, stakeholders, and donors?

Foster skills transfer for new generations?

Help save the planet?

WHAT TO CONSIDER

Offerings, assets, resources

Revenue streams

Issues associated with revenue streams

SWOT

The power of collaboration

Level of risk

Culture



INVENTORY OF OFFERINGS

Collections both 2D and 3D

Visitor experience

Content creation

Dissemination channels

Community, venue hire spaces

Centres for learning

Nexus for innovation

Research

Skills transfer

Legacy piece to spin future

Educational programming

Merchandise based on collection

REVENUE STREAMS

● Admission

● Memberships

● Venue hire

● Commercial operations

● Operating vehicles

● Sponsorships

● Content

● Philanthropic giving

● Government funding

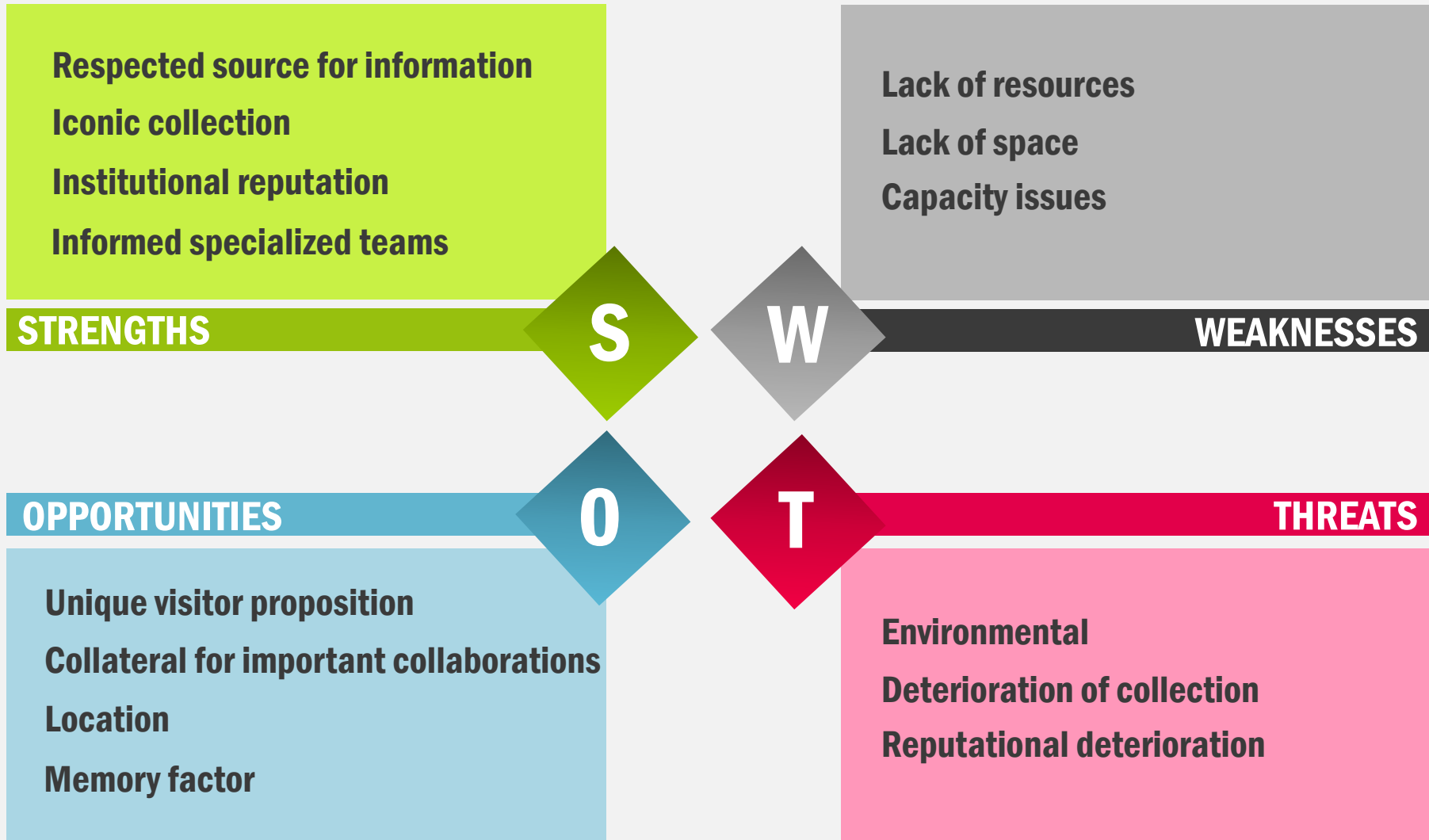


ISSUES TO CONSIDER WITH REVENUE STREAMS

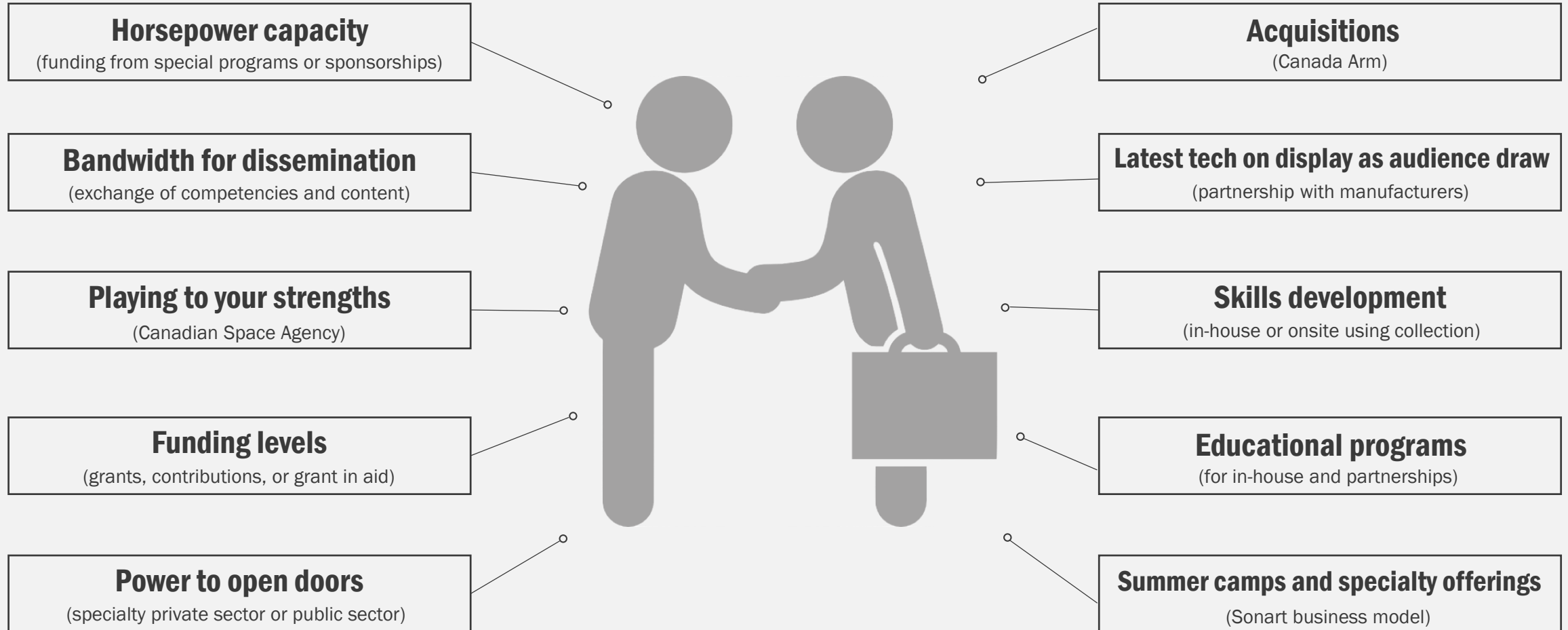
- Sponsorship: reputation, arms length
- Visitor experience deterioration
- Damage to the collection
- Increased wear and tear on the facility
- Copyright issues



SWOT ANALYSIS

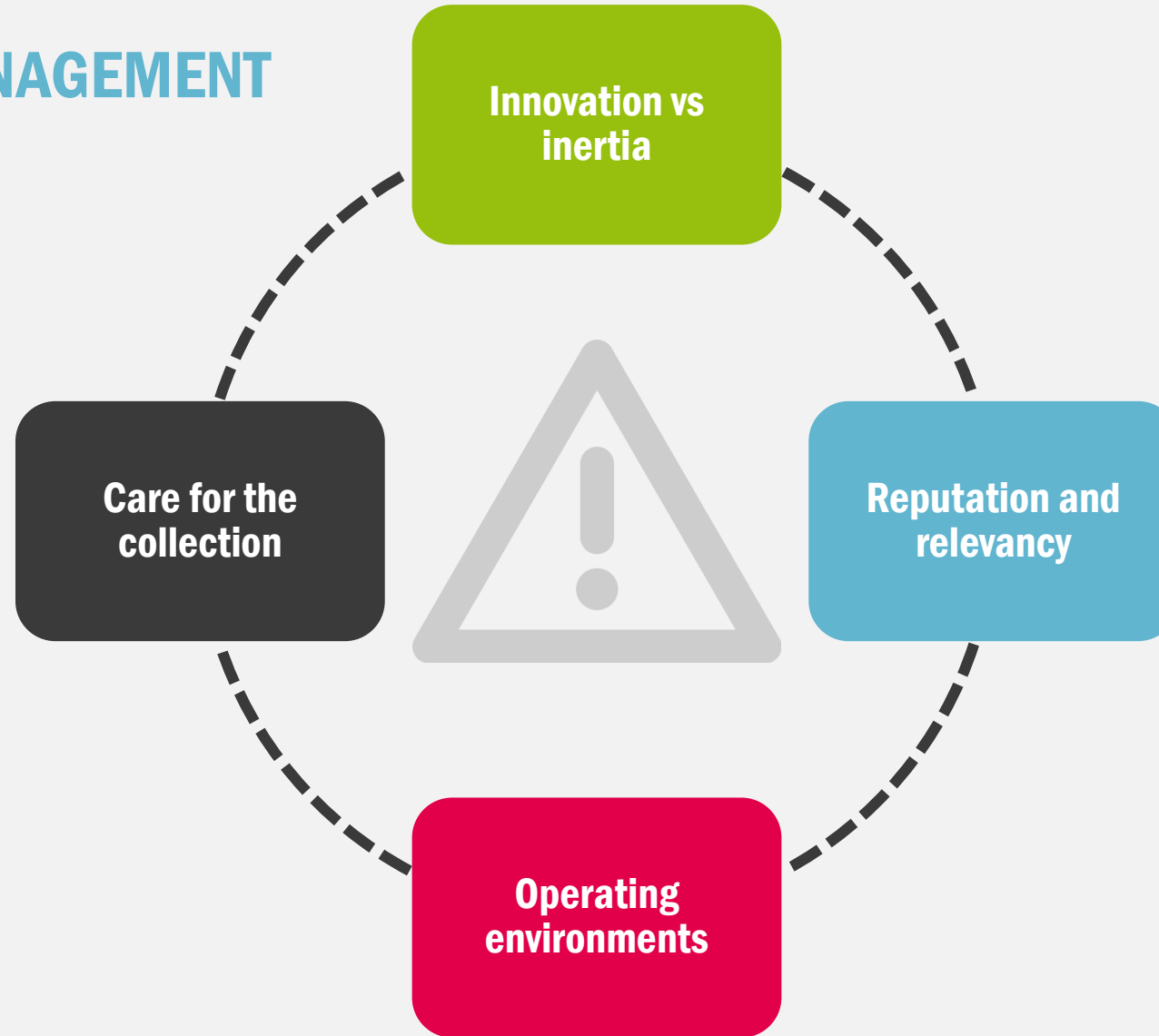


POWER OF PARTNERSHIPS



RISK

AVERSION OR MANAGEMENT



CULTURE CHANGE

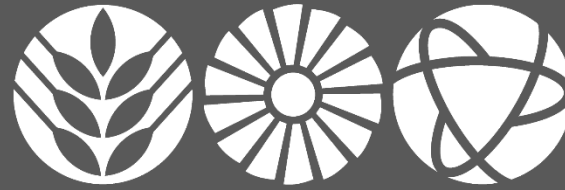


SUSTAINABILITY OF ENVIRONMENT & COMMUNITIES

The importance of museum and culture in achieving the sustainability agenda is ever more widely acknowledged. As UNESCO states in its pivotal 2015 *Recommendation concerning the Protection and Promotion of Museums and Collections, their Diversity and their Role in Society*, “The protection and promotion of cultural and natural diversity are major challenges of the twenty-first century. In this respect, museums and collections constitute primary means by which tangible and intangible testimonies of nature and human cultures are safeguarded.”

“For museums and cultural organizations, the SDGs are [a] compelling opportunity to show that the world can rely on culture for sustainable development.” It is an opportunity to create engaging programming, put resources to good use, to contribute to global ambitions, build partnerships and collaborations, and create and demonstrate impact.





Ingenium

Canada's Museums of Science and Innovation
Musées des sciences et de l'innovation du Canada

Thank you

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