

# Museums Victoria Policy Statement

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## Content Policy

Policy Register Number	DOC/20/5468
Date of Board Approval	02 March 2020
Responsible Executive	Chief Operating Officer
Responsible Officer	Chief of Staff
Review Cycle	Three-yearly
Date of next review	02 March 2023

### 1 Policy Objective/Intent

Museums Victoria's Content Policy forms part of Museums Victoria's Integrity Framework. The Content Policy presents a set of principles that are aligned with Museums Victoria's Strategic Plan, Vision, Mission and Values, which apply to the broad range of Content produced and provided by Museums Victoria, as part of its 'Public Presence'.

The Strategic Plan is underpinned by three transformational themes:

- Placing First Peoples' living cultures, histories and knowledge at the core of our practice.
- Creating narratives through our experiences that connect audiences with the fundamental stories of the Universe, the evolution of Life and our Human experience.
- Developing an audience-centred Digital Life that delivers experiences and opportunities for access and engagement far beyond our walls.

### 2 Policy Statement

The Content Policy exists to:

- Preserve public trust in Museums Victoria by ensuring its reputation and credibility is upheld and maintained.
- Ensure Content produced and presented produced, presented and controlled by Museums Victoria is contextually accurate and relevant to diverse audiences.
- Enable Museums Victoria staff to act with confidence by creating clarity about the standards that apply to Museums Victoria-originated Content.
- Support Museums Victoria staff in setting clear expectations about appropriate Content when working with external partners.

### 3 Key Policy Principles and Responsibilities

The Content Principles described in this policy apply to all Content related to Museums Victoria's 'Public Presence' and *over which it has control*. This includes Content produced, commissioned, presented or acquired by Museums Victoria.

This Content may be presented at our venues, through our outreach programs, via our own or third-party publications, and on our owned digital channels.

Content that Museums Victoria controls extends to Content produced by third parties where Museums Victoria's control is stipulated through partnerships, sponsorships and other agreements and contractual arrangements.

#### Content Principles

- 3.1 **Independence:** Museums Victoria retains control of editorial and scheduling decisions of its Content at all times. Content is not biased or improperly influenced by political, commercial or personal interests.
- 3.2 **Integrity:** Content is aligned to Museums Victoria's Values which express who we are, how we behave and what we think is important. Content reflects Museums Victoria's Vision of "People enriched with wondrous discovery and trusted knowledge" and "Society compelled to act for a thriving future".
- 3.3 **Credibility:** All reasonable efforts are made to ensure Content is contextually accurate and informed by current best practice. Museums Victoria is transparent about authorship. Authors are attributed unless it is impractical or inappropriate to do so.
- 3.4 **Relevance:** Content must consider diverse audiences, perspectives and the dynamics of our changing society.

#### Responsibilities

- 3.5 All Museums Victoria employees, contractors and volunteers are required to comply with this policy, including upholding these Content Principles. This includes 'referring up' to their Manager or relevant advisory and review groups when they have any concerns regarding appropriateness of Content, or when they require approval of Content.
- 3.6 Third party suppliers or service providers engaged by Museums Victoria are also required to comply with this policy to the extent that they are engaged to provide Content for or on behalf of Museums Victoria. Subject to the terms of their engagement, suppliers and service providers should contact Museums Victoria's nominated contract manager under their engagement for any clarification or approval of Content.
- 3.7 Content that is likely to have a significant impact, be controversial, be disturbing, triggering or confronting, or have reputational implications **should always** be referred to the Chief Executive Officer and Director. Any Content that may have particular legal implications should be referred to the Legal and Risk Department in the first instance and may be escalated to the Chief Executive Officer and Director on Legal and Risk's advice.

- 3.8 The Museums Board of Victoria is the legal entity established under the *Museums Act 1983* (Vic) that is responsible for governing and carrying out Museums Victoria's activities. The Act sets out the Board's functions, including to "control, manage, operate, promote, develop and maintain" Melbourne Museum, Scienceworks and the Immigration Museum. The Chief Executive Officer and Director refers matters to the Board as required.

## 4 Definitions

'Content' is broadly defined to include exhibitions and programs; lectures and presentations by MV staff; publications and research papers; our brand and marketing collateral; our media and communications; and all content we produce, generate, provide and host onsite and online.

'Public Presence' refers to Museums Victoria's presence in the public domain and includes content that is accessible to the public at our venues and offsite activities, and via public-facing owned, earned, shared, and paid channels.

In scope:

- Museums Victoria-authored reports, briefing documents and government submissions
- Print and digital marketing collateral
- Content that we produce, publish and moderate on Museums Victoria's digital and social media platforms
- Museums Victoria's publications
- Signage and other Content developed by commercial clients where Museums Victoria has retained approval rights.

Out of scope:

- User-generated Content on channels not controlled by Museums Victoria (eg: a visitor's Instagram post, or a review on TripAdvisor)
- Content presented by third parties at MV sites, where MV doesn't have approval rights (eg: A wedding or corporate product launch at one of our venues).
- Content that is inherent in collection objects, such as historic documents or descriptions that are accessible without context (eg database records on MV Collections).
- Any content produced and provided by Suppliers/Service Providers whose terms of engagement excludes/exempts them from this policy.

## 5 Related Policies

- Accessibility Policy
- Commercial Policy
- Conflict of Interest Policy
- Corporate Partnerships Policy
- Fraud and Corruption Control Policy
- Gifts, Benefits, Hospitality and Attendance Policy
- Inclusivity Policy
- Information and Records Management Policy

- Intellectual Property Policy
- Open Access Policy
- Philanthropy Policy (in development)
- Procurement Policy
- Public Interest Disclosures Policy
- Social Media Policy

## **6 Associated Documents, Guidelines and Procedures**

### **6.1 Museum Victoria Documents**

- Integrity Framework
- Museums Victoria Strategic Plan 2017-25
- Museums Victoria Values
- Style Guide

### **6.2 External Documents**

- Code of Conduct for Victorian Public Sector Employees
- ICOM Code of Ethics
- National Standards for Australian Museums and Galleries

## **7 Legislation**

*Museums Act 1983 (Vic)*

*Public Administration Act 2004 (VIC)*