

Engaging with communities

Museums and galleries should build sustainable relationships with their communities but this doesn't mean working with the usual suspects every time.

You need to map your communities.

Who are they? Where are they?

What are their needs and priorities?

And what do they have to offer?

Take time to really get to know them

and find common ground

then be clear about the types of things

you can and can't do together.

Over time, you may work with many partners,

some in small ways,

but others will want to get deeply involved.

Genuine partnerships don't keep

the decision-making and power

behind closed doors,

genuine partnerships share

decision-making and power.

By being open, and by trusting community partners

there's a better chance for everyone

to achieve the really exciting things

that you can't do alone.