

## **SECRETARY GENERAL'S REPORT TO 6th MOWCAP GENERAL MEETING, 13-14 MAY 2014, GUANGZHOU CHINA**

This report covers the activities of Secretary General for MOWCAP in relation to financial, administrative and communication responsibilities, since the 5<sup>th</sup> General Meeting of MOWCAP held in Thailand in May 2012.

### **BUDGET AND FINANCE**

#### **a) Arrangements**

Memory of the World [MOW] is a programme under the Communications and Information Division of UNESCO and MOWCAP is a UNESCO Committee under the MOW programme. Within this governance structure, MOWCAP is not able to register as a separate legal entity from UNESCO. Therefore the following arrangements exist for the management of financial resources relating to MOWCAP:

- MOWCAP does not formally receive funding.
- MOWCAP does not have a bank account.
- Costs of meetings are borne by hosts and UNESCO.
- Funds for MOWCAP are placed in the budget line of the UNESCO Bangkok Office for MOWCAP's use.

#### **b) Website Finance**

Donations amounting to HKD45,000 have been committed to the redevelopment of the MOWCAP website. The company Robert Trio Museum Consulting has been appointed to deliver this redevelopment.

### **ADMINISTRATION**

#### **13<sup>TH</sup> MOWCAP Bureau Meeting**

The 13<sup>th</sup> Bureau Meeting of MOWCAP was held on 13 to 15 March 2013. The MOWCAP Bureau met in Phnom Penh, Cambodia in March 2013. At this annual meeting, the Bureau reviewed the progress the MOWCAP programme has made in 2012 and agreed plans for 2013/ 2014. The minutes of the Bureau Meeting were circulated to members and will be uploaded to the website following their approval at the 14<sup>th</sup> Bureau Meeting held on the 12 May 2014.

The MOWCAP Bureau would like to thank Dr. Helen Jarvis, Mr. H E Hab Touch and the Cambodia Ministry for Culture and Fine Arts for hosting the meeting. Following the meeting, the Bureau attended a stakeholders' meeting to discuss progress towards the formal establishment of a Cambodian MOW Committee (MOWCAM). The Bureau also visited the Genocide Archive at Tuol Sleng, the Killing Fields at Cheung Ek and the Bophana Audiovisual Centre.

## **MOWCAP Membership Country Reports**

The MOW programme requires National MOW Committees to submit to the MOWCAP Bureau an annual report on their present structure and main activities. The annual reports are submitted by the MOWCAP Bureau to UNESCO HQ and they are also made available on the MOWCAP website.

For 2012 - 2013, simplified or verbal annual reports were requested and were received from Australia, Cambodia, China, Fiji, Indonesia, New Zealand, Philippines, Republic of Korea, Thailand and Vanuatu.

For 2013 – 2014, annual reports were received from Australia, Cambodia, China, Iran, Fiji, New Zealand, Philippines, Republic of Korea, Samoa, Sri Lanka, Tajikistan, Thailand and Vietnam.

## **MOWCAP Membership**

To facilitate communication with members of the MOWCAP community, including National Committees and committees of UNESCO National Commissions, the Secretary General maintains a membership list. In order to keep the membership list up-to-date, National Committees and Commissions are requested to inform the MOWCAP Vice Chairs or sec general for their area of key personnel changes as and when such changes take place.

## **COMMUNICATION**

Effective communication is a core strategic objective of MOWCAP – a) communication with members of the MOWCAP community fostering collaboration on documentary heritage preservation; b) communication with the wider community including media, governments, potential sponsors, education and cultural organizations, and the general public to promote understanding and support for the MOWCAP programme; c) communication with the younger generation whose responsibility it will be to care for our regional heritage in the future.

## **Newsletter**

The MOWCAP Newsletter is issued approximately half yearly to exchange news with the “Memory of the World” community across the Asia Pacific region. Communications to members were made in August 2012 and January and September 2013, including news of meetings, workshops and events, entries to the international and regional registers and also news from MOW HQ.

News is primarily provided by the MOWCAP Chair and UNESCO head office. Members of the MOWCAP community are encouraged to contribute news. Please do share your stories with the Secretary General.

## **Media**

### **a) Website**

The MOWCAP website - <http://www.unesco.mowcap.org> – is our 24 hour communication window to MOWCAP community and to the world. For members of the MOWCAP community, the website has been kept up-to-date with MOWCAP meeting minutes, governance structure, additions to the regional and international registers and also MOWCAP news.

A project has also been launched to redevelop the MOWCAP website as an effective knowledge sharing and awareness raising tool. The project involves a redesign, restructure and rewrite of the website with two core objectives a) prioritization of information to accessibly explain ‘who we are’, ‘what we do’ and ‘what we need’, b) successful presentation of visuals and text to create an impactful environment to engage visitors to learn more and to revisit the site.

A donation of sufficient amount to independently redevelop the website has been received. A proposal and quote of HKD45,000 from Robert Trio Museum Consulting was accepted by the Bureau for the strategic redevelopment of the website. Robert Trio Museum Consulting combine expertise in the strategic deployment of media in a heritage sector and website design for the heritage sector. The team will deliver a website redesign and will also redevelop the content that appears on the website, using their curatorial expertise.

### **b) Social Media**

Social media is a key method of communication and interaction among people to create, share or exchange information and ideas.

To harness the use of social media within the MOWCAP programme, we launched a Facebook page in at the 5<sup>th</sup> General Meeting. Facebook is a social networking service and website that has more than 900 million active users around the world. The majority of Facebook users are 34 years of age or under and therefore Facebook is a prime communication forum for MOWCAP to target the youth.

Two years following the launch of the MOWCAP Facebook page, the page has received over 200 likes, creating an opportunity for MOWCAP information and news to reach this audience.

### **c. Media Management**

In order to keep content on the MOWCAP media platforms up-to-date and relevant, voluntary resources are needed. Such voluntary resources were available to MOWCAP in 2012 – 2013, however, for approximately one year we have not had such resources meaning media content has not been as current as the Bureau would have liked. Support would be welcomed.

Thank you, Helen Swinnerton, MOWCAP Secretary General