

**UNESCO 'MEMORY OF THE WORLD' PROGRAM**

**REGIONAL COMMITTEE FOR ASIA – PACIFIC (MOWCAP)**

**PROGRESS REPORT ON THE DEVELOPMENT OF THE  
ASIA-PACIFIC REGIONAL DIMENSION OF THE  
'MEMORY OF THE WORLD' PROGRAM**

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## **TERMS OF REFERENCE**

### **Rationale**

Documentary heritage in libraries and archives constitutes a major part of the memory of the peoples of the world and reflects the diversity of their languages and cultures. But that memory is fragile. A considerable proportion of the world's documentary heritage disappears through "natural" causes: acidified paper that crumbles to dust, leather, parchment, film and magnetic tape attacked by light, heat, humidity or dust.

The "Memory of the World" (MOW) Programme is an international cooperation strategy aimed at safeguarding, protecting and facilitating access to and the use of documentary heritage, especially heritage that is rare and endangered. The programme was launched with a view to bringing world attention to bear on the task of safeguarding endangered and unique library and archive collections the world over; reconstituting dispersed or displaced holdings and collections; and improving access to these materials.

The MOW Programme is administered at three levels: international, regional and national. The basic purpose of the structure is to ensure that member states are able to establish a mechanism at the national and regional levels in order to facilitate the final selection of the projects for the Memory of the World Programme.

### **Contract**

The overall goal is to monitor the progress of the development of the Asia-Pacific regional dimension of the "Memory of the World" program.

The specific objectives are to:

- learn from each others experience,
- focus for example on the national registers,
- learn from significance concept (as developed in Australia),
- focus on the regional web site, and
- focus on the work of the goodwill patron.

## 1 Background

1.1 From the outset the *Memory of the World (MoW)* Programme was conceived as a three-tier structure, with committees operating at the national, regional and international level. Regional committees would fill the space between the overarching mandate of the International Advisory Committee (IAC) and the national committees. To paraphrase sections 3.5 and 4.3 of the 1995 edition of *General Guidelines to Safeguard Documentary Heritage*, regional committees would, among other things:

- Develop regional registers and assist development of national registers
- Coordinate projects
- Manage funds
- “Backstop” for countries which lack national MoW committees
- Channel nominations for the international MoW register
- Bring together people with a common interest in projects crossing national boundaries

1.2 Section 5.8 of the 2002 edition of *General Guidelines* made some additions to this list, including:

- Nominating groups of documentary heritage to the regional or international registers that cross national boundaries or are otherwise unlikely to be proposed
- Encouraging cooperation and training within the region
- Encouraging the establishment of national committees and coaching them
- Region-wide coordination of publicity and awareness- raising

and noted that regional committees need not be comprised solely of representatives of national committees: they may, for instance, include representatives of National Commissions of UNESCO from countries which do not have national MoW committees.

## 2 MoWCAP history and antecedents

*First Experts’ Meeting, 12-14 December 1994, Kuala Lumpur*

2.1 The MoW Experts’ Meeting for the Asia Pacific region was convened in Kuala Lumpur, under the auspices of UNESCO and the National Archives of Malaysia. It was attended by official delegates from 20 countries, 2 resource persons and 75 other participants as well as the UNESCO representative. The MoW Program was then only two years old.

2.2 The meeting adopted a number of recommendations, urging all member countries in the region to establish national MoW committees, as well as the setting up of a MoW Regional Coordinating Committee. It recommended that “necessary steps be taken to

seek appropriate representation of the Asia/Pacific Region in the [IAC]”. It appears, however, that a regional committee was not established at this point.

*First Special Experts Group Meeting, 10-12 December 1997, Xiamen*

2.3 This meeting brought together 9 experts from 6 countries, plus 7 observers from institutions within China, and a UNESCO representative. Among the recommendations adopted was a detailed action plan, including the establishment of a Regional Committee. Most of the recommendations and the action plan were not pursued, but plans for establishment of the Regional Committee did proceed.

*First meeting of the MoW Regional Committee for Asia/Pacific, 17-21 November 1998, Beijing*

2.4 This meeting formally established the Regional Committee (later dubbed with the acronym MoWCAP). It elected a Bureau, adopted objectives and terms of reference (see **Annex 1**) and established a work plan. The Bureau was charged with the task of drafting a set of by-laws for the Committee.

2.5 It was further agreed that the initial Bureau’s term of office would be 3 years (until 2001) and thereafter the Bureau would be elected for 4 years (to mirror the IAC). The full Committee would meet every two years and the Bureau annually.

*First MoWCAP Bureau Meeting, 26-28 April 1999, Kuala Lumpur*

2.6 Subject to approval at the next Committee meeting, the Bureau adopted a set of Statutes and Rules (see **Annex 1**)

*Second MoWCAP Bureau Meeting, 12-15 March 2002, Kunming*

2.7 The meeting adopted a work plan. Although many of the items were not subsequently followed through, the concept of a “Goodwill Ambassador” was pursued. The Bureau recognised that the second meeting of the Regional Committee was well overdue and decided it should be held in 2003 in Kuala Lumpur; this did not eventuate.

*Third MoWCAP Bureau Meeting, 9-10 December 2004, Kuala Lumpur*

2.8 The meeting recognised that the Bureau had long since exceeded its formal term of office and now needed to regard itself as “interim” until the Committee could meet and a new Bureau be elected. Moreover, two of its members – the chair, Dato’ Habibah Zon and a vice-chair, Mr Atique Zafar Sheikh - had now retired and left the Bureau. The remaining members appointed Dato’ Habibah’s successor, Hajah Rahani Jamil, as interim chair.

2.9 A number of resolutions were adopted. These are still current and are listed in **Annex 2**. Arrangements for the second meeting of the Regional Committee, in Manila in November, are presently in hand.

## **Comment**

2.10 Although going back almost to the beginning of the MoW Program itself, the story of MoWCAP is largely one of good intentions and false starts. When one reads the successive reports of the meetings, the level of commitment, enthusiasm and in-depth thinking and concern is obvious. Yet the Committee itself has formally met only once so far – in 1998 – and will meet for the second time this November, seven years later. Obviously no effective committee can operate on such a schedule.

2.11 Whatever other factors are involved, a primary inhibition is the lack of funding to sustain a workable schedule of meetings. The region covers almost half the globe; many countries are in no position to fund the travel costs entailed.

## **3 The Asia Pacific Area: definition and character**

3.1 The Asia-Pacific region comprises 45 countries<sup>1</sup> and in geographic extent covers over a third of the globe. Some characteristics:

- Wide political, linguistic and cultural diversity, and great disparity in economic level. Most countries are part of the third world.
- Great range in population size: the world's largest (China at 1.3 billion) and smallest (Niue at 2000).
- The tyranny of distance: much of the region is ocean, and many countries are islands. Communication and travel are costly.
- Cultures of great richness and antiquity, but many nation states that are relatively young in their present form. A general history of colonization, creating particular issues in the repatriation of documentary heritage.
- Many countries have tropical conditions. High temperature and humidity is destructive of documentary heritage.
- Archives, libraries and museums are often without inadequate funds, infrastructure and skills. NGOs are active in the region, endeavouring to address the need for training and other support: nevertheless, resources fall far short of need.
- The region is the furthest distant from UNESCO HQ in Paris.

3.2 Some traditional cultures are orally-based, not document-oriented. Oral history and other audiovisual documents have a special importance.

3.3 The Asia-Pacific region contains almost half of the world's population (and half of its documentary heritage?) and one quarter of UNESCO's member countries.

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<sup>1</sup> The UNESCO website is inconsistent in defining regions. I have taken the Russian Federation and Turkey to be part of Europe, while all the "stan" countries are included in Asia-Pacific.

## 4 The region's international visibility in MoW

4.1 While, over time, the region has been more or less equitably represented within the 14-person membership of the International Advisory Committee, the same has not necessarily been true to date of its subcommittees. From its inception, four of the five members of the Register Subcommittee have been from Europe, and one from Asia-Pacific. The adoption of new Rules of Procedure at the recent IAC meeting in Lijiang should now lead to a more balanced geographic configuration.

4.2 The present 120 inscriptions in the International Register are distributed by region as follows:

Europe	63
Asia Pacific	26
Latin America/ Caribbean	18
Africa	8
Arab countries	5

The European bias may be further illustrated by individual country comparison. For example, Austria has 8 inscriptions, Germany and Russia 7 each, while China has only 4.

4.3 The 26 inscriptions from Asia-Pacific come from 12 countries, as follows:

Australia	2
China	4
India	2
Kazakhstan	2
Republic of Korea	4
Malaysia	3
New Zealand	2
Pakistan	1
Philippines	2
Tajikistan	1
Thailand	1
Uzbekistan	2

Most countries have yet to achieve a first inscription.

4.3 The "Guided Visit" of MoW projects on the MoW website lists 21 projects. Only *one* of these is in Asia Pacific (in Uzbekistan). The European bias, again, is evident.

## 5 National committees

5.1 Of the 66 national committees listed on the international MoW website, 13 are in the Asia Pacific region:

Afghanistan  
Australia  
China  
India  
Iran  
Kazakhstan  
Kyrgyzstan  
Malaysia  
Mongolia  
Nepal  
Pakistan  
Tajikistan

It is understood committees are in the process of formation in Indonesia and Vietnam.

5.2 Details of the committees as they appear on the MoW website are in many cases minimal, and most have not been updated since early 2003. A survey of the details indicates the following:

- 7 committees offer only one contact name and no further details. Typically this is the name of the head of the national archives, a major library or the secretary-general of the UNESCO national commission.
- 6 committees list their membership. In general, members represent the library, archives and museum communities, academia and relevant government ministries.
- 2 committees are known to have national MoW registers: China and Australia. Both are published: China's register in book form and Australia's on the national committee's website ([www.amw.org.au](http://www.amw.org.au)). It is not clear whether there are any other national registers in the region.
- One country – Thailand – has *two* committees. In addition to the national MoW committee, there is an advisory committee of high officials who can lend weight and support to the committee's work.
- One committee – Australia – has a website and provides a pathway to its operating statutes and terms of reference.

5.3 Given the limitations of the information available, it is unclear whether all 13 are, in fact, functioning national committees within the definition set down in the program's *General Guidelines*. No annual reports from any national committees have been circulated within the MoW community. If there are any more than two national MoW registers operating, the others are not indicated within the international MoW website.

5.4 These comments need to be set against a more general observation. From a sampling I made from the total list of 66 MoW committees documented on the

international MoW website, the Asia-Pacific situation seems typical of the program as a whole. For several committees, the contact person is the Secretary General of the UNESCO National Commission in the country concerned, which suggests that the national MoW committee is really the National Commission with a different label. Information is often two years old. The only other national MoW committee I found with either a website or a national register was Poland. When tried, however, its URL proved non-operational.<sup>2</sup>

## 6 Exploring current issues

### *Developing national committees*

6.1 Most countries in the region do not yet have a national MoW committee and it is not clear whether all those that do have set them up in accordance with the provisions of the *General Guidelines*. It is clear, however, that the process of establishing and running an effective committee requires effort, the support of the relevant institutions and agencies, the encouragement and availability of advice and skills from existing committees and their members, an ability to adhere to guidelines and terms of reference, and a good measure of persistence!

6.2 Available information about those committees whose membership is detailed on the MoW website suggest that a successful national MoW committee has between 7 and 12 members drawn from a logical constituency comprising a spectrum of institutions and agencies, and that has been structured for the specific purpose of participating in the MoW program. That is, it is not an existing committee or the hierarchy of an existing institution meeting under a different name.

6.3 There is a need to be realistic about developing the skills and resource base needed to run a national MoW committee. While most or all of the effort may be voluntary, and many of the in-kind costs can be absorbed by supportive institutions, there are inevitably some cash costs – for example, for travel – which will have to be met. Over time a sponsorship base can be developed, but the program, even at the international level, has not moved very far down this road yet. Most logically, in the short term, operating expenses need to be met by the respective National Commissions for UNESCO.

6.4 The support of the country's National Commission for UNESCO is crucial to the success of a national MoW committee<sup>3</sup>, and not only in a financial sense. The Commission's infrastructure and the personal connections and standing of its members may provide both practical and moral support. MoW is fundamentally an *idea*, and ideas have credibility when credible people argue for them. The Commission itself may choose

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<sup>2</sup> Some national committees offer no information or contact details at all, such as Ecuador and Tunisia. Others offer contact to a position, not an individual (e.g. Venezuela). Some comprise institutions rather than individuals, whether named (Jordan) or unnamed (Syria). At least one, although listed, doesn't exist (Canada).

<sup>3</sup> Section 5.7.3 and 5.7.4 of the *General Guidelines*

to exercise the functions of a national MoW committee (in the absence of such a body) but should encourage the creation of a committee as soon as possible.<sup>4</sup>

6.5 The skills required by a national MoW committee include those of selection and appraisal, publicity, fundraising, advocacy, conservation expertise, and the information technology skills necessary for the creation and maintenance of websites. They also include the networking skills of lobbying for support and keeping stakeholders informed and supportive. Many of these skills will already exist in national committees in the region: many may also be lacking and mentoring from colleagues within MoWCAP will be needed.

6.6 The only national committee which I know well – my own in Australia – is a case in point. In one sense it had a head start, since several of its members had a long personal connection with the international level of the MoW program<sup>5</sup> which readily underpinned the setting up of the national MoW register. Several members had strong institutional connections, and from the beginning the “political will” to promote MoW was evident in the in-kind support from institutions like the National Library, National Archives and some of their state-based equivalents. The committee meets several times a year, usually in Canberra (to minimize travel costs). Even so, it is heavily reliant on voluntary effort and its expenses budget from its UNESCO National Commission is small.

6.7 It may be that some small countries – for example, the smaller Pacific nations – could benefit from a closer sub-regional grouping which might partly substitute for the full infrastructure of a national MoW committee. For example, a shared website and register may be practical.

6.8 National MoW committees logically extend their base by developing ancillary groupings or subcommittees. Thailand has an interesting advisory grouping of officials who can give moral support and political weight to the work of the national MoW committee. Australia has three subcommittees – Assessment (the national equivalent of the RSC), Promotion, and Lost and Missing Heritage. Each is chaired by a member of the national committee and is able to draw in a wider group of specialists in the field concerned

6.9 Section 5.7 of the *General Guidelines* mandates the parameters for the creation and operation of national MoW committees, which includes maintaining accountability to both their National Commission for UNESCO, and annual reporting both to the Regional Committee and the MoW Secretariat in Paris

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<sup>4</sup> Section 5.7.4 of the *General Guidelines*

<sup>5</sup> Jan Lyall and Roslyn Russell were authors of the 1995 *General Guidelines*, and Ray Edmondson was the author of its 2002 revision. Ray is a former member and rapporteur of the IAC; Roslyn currently serves in both roles. Both also serve on the RSC, of which Roslyn is currently chair.

### *Goodwill patron*

6.10 The idea of a “Goodwill patron” has recently been activated in the region, as Dr Rujaya Abhakorn has undertaken a series of visits to Indonesia, Laos and Cambodia. In each case, the purpose was to bring together the key individuals whose support would be needed in setting up a national MoW committee, to spend time discussing the program and its benefits, to talk about practicalities and to offer mentoring assistance in establishing the committee. The results to date indicate both that this is a successful strategy, and that “growing” the idea in some countries will take time. (See Dr Abhakorn’s separate report)

6.11 The concept of envoys, teachers or mentors going *to* a country to meet participants in their own context, and if necessary to make follow up visits as a project or idea grows, is a successful approach which is becoming a feature of NGO training programs in the region. It is relatively inexpensive, and allows the building and nurturing of relationships. It complements the concept of workshops or meetings (where delegates come *from* their countries to participate in a formal program).

### *National registers*

6.12 The MoW program works on the logic that every country should ultimately have a national MoW register. The maintenance of a credible register requires a due process which mirrors the process operating at the international level. That is, there must be:

- A set of guidelines and selection criteria – consistent with the *General Guidelines* and using it as a template, but adapting them for national conditions
- A nomination form
- A process for inviting nominations on an annual or biannual cycle
- An evaluative mechanism for processing them and deciding which nominations do, or do not, meet the criteria (at the international level this is done by the RSC with final decisions made by the IAC)
- A place where the register is kept and is accessible – most logically a website
- A means of formally recognizing the inscription, such as a public event where certificates are presented
- Publicity
- Oversight, to ensure (for example) that use of the logo is properly authorized and monitored

6.13 The writer is familiar with the Australian example, which appears to be the only one presently accessible on the internet, and where all these elements are present and can be easily visited. It is presumed these elements are also present for the Chinese national register, where the additional publicity/access element of an elaborate coffee table book featuring the inscriptions is present.

6.14 It may be unrealistic to expect *every* country to aim for a national register. An alternative, whether on an ongoing or interim basis, is for the regional register to fill the

gap by identifying heritage of national influence as well (separately) regional influence. In the longer term, this may mentor the growth of national registers as skills and processes are encouraged in the countries concerned. If the regional register is maintained on a website it will be accessible in all countries.

6.15 The publicity and access value of a national register for focusing attention on documentary heritage should not be underestimated (as the Australian and Chinese experience confirms). Inscription is sought after and valued by the nominators. Website-based registers are easily accessible and can be a means of access to the documents themselves. They can become portals for access to national heritage access where there are no alternatives.

6.16 Nevertheless, setting up a support structure to maintain a national register requires commitment (usually from volunteers), assessment skills, the capacity to maintain a website and some measure of financial and/or institutional support. It also requires the active encouragement and mentoring of potential nominators, to assist them in selecting appropriate documentary heritage and in preparing their nominations.

6.17 The Australian experience may be taken as indicative. For example:

- Nominations are encouraged by email publicity on listserves and through short training workshops on ‘significance’ which assist potential nominators to prepare their cases
- Nominations are assessed by an expert subcommittee of the national MoW committee, to whom it makes its recommendations
- The national register is maintained on the committee’s website, which is sponsored by the State Library of Victoria
- An annual public event to announce inscriptions and present certificates is sponsored by one of the major libraries or archives
- Committee members volunteer their time; a small expense budget is provided by the National Commission for UNESCO.

### ***Selection criteria and the ‘significance’ concept***

6.18 Given the considerable linguistic diversity across Asia-Pacific, a particular limiting factor is the non-availability of the *General Guidelines* in the mother-tongues of most countries. For example, the lack of a Chinese translation disenfranchises about one-third of the region’s population.

6.19 The accessibility of the *General Guidelines* – in every sense of the term – is a determinant of the accessibility of the process of nominating documentary heritage to a national, regional or international register. The key section is chapter 4, and especially 4.2, where the selection criteria for the registers is spelt out. Unless these are understood and used as the basis of setting out a case for inscription it becomes virtually impossible to construct a nomination.

6.20 It is worth quoting the opening section of 4.2:

*4.2.1 Each register – international, regional or national – is based on criteria for assessing the **world significance** of documentary heritage, and assessing whether its influence was **global, regional or national**. The following criteria are framed in terms of the international register, but also apply (with logical variation) to regional and national registers.*

Significance is then assessed against two prerequisites and five criteria.

6.21 To assist institutions in Australia to prepare nominations, the Australian committee has identified this core part of the nomination as the “significance statement” and has run ‘significance workshops’ for constituency groups to help them prepare this part of the nomination. To assist them, it has developed a step-by-step ‘significance manual’ which is available on the committee’s website ([www.amw.org.au](http://www.amw.org.au)) The manual is written against the Australian version of the selection parameters (slightly different to those in the *General Guidelines*) but the concept is readily adaptable to other countries.

## 7 Learning from each others’ experience

7.1 Part of the logic of MoWCAP is that it creates a community in which members can learn from each other. For the community to function, however, there needs to be regular communication and periodic face to face meeting. The cycle of a Committee meeting every two years with a Bureau meeting annually, as agreed at the first Committee meeting in 1998, is logical. As the experience of international NGOs suggests, it is also the minimum needed to maintain an effective community in a cost-effective way. In between meetings, email contact and possibly the establishment of a listserv should be sufficient to keep exchange and discussion active.

7.2 Examples of activity and initiative within the region where national committees can learn from each others’ ideas, and share skills and information, include the following:

- The “**dual committee**” concept used in Thailand – the main committee plus a high-level ‘support’ committee – is an interesting concept that could work in other countries
- The Australian committee has developed quite a rich **website** ([www.amw.org.au](http://www.amw.org.au)) which has attracted 180,000 visits since inception in April 2003, up to June 2005. Use has grown exponentially and is currently running around 30,000 visits monthly. A sample monthly usage report is at **Annex 4**.
- The five countries of central Asia – Kazakhstan, Kyrgystan, Tajikistan, Turkmenistan and Uzbekistan – have worked together developing a loose cooperative scheme called the “**Memory of Central Asia**”. This is an example of how a group of countries can cooperate on a sub-regional basis.

- China has taken the initiative in developing the idea of the MoW **coffee table book** – an effective and attractive way of showcasing visually appealing heritage and making it accessible to a large audience. The relevant article from the MoW website is available at [http://portal.unesco.org/ci/en/ev.php-URL\\_ID=17696&URL\\_DO=DO\\_TOPIC&URL\\_SECTION=201.html](http://portal.unesco.org/ci/en/ev.php-URL_ID=17696&URL_DO=DO_TOPIC&URL_SECTION=201.html)
- The *General Guidelines* detail the parameters for including **lost and missing heritage** on MoW registers (section 4.9). The Australian committee has become the first in the MoW program to take steps to implement this concept and has established a subcommittee to develop it. The results to date can be viewed on the website.
- **Publicity and marketing** is an underdeveloped area at all levels of the MoW program, but a vital and urgent area in which the sharing of ideas is essential. Probably the benchmark for the region was established by Malaysia’s use of royal pageantry to celebrate the inscription of 3 items on the international MoW register.<sup>6</sup>
- The development of a shared **list of experts** in the region is one way of improving access to skills. Many expert professionals are willing to provide advice by email or – within obvious practical and financial limits – be available to teach or give practical advice in situ.
- The **Jikji Prize** provided by the UNESCO National Commission of the Republic of Korea is a topic documented and reported at length on the MoW website and in the copious documentation produced in conjunction with the public celebrations in Cheongju in September 2005. It’s a spectacular example of how documentary heritage and MoW can be made national news on a recurring basis in just one country, promote its national documentary treasures and provide an incentive to a conscientious heritage institution.<sup>7</sup>

7.3 The structure and functioning of national committees themselves is a crucial area for the sharing of experience: membership structure, terms of reference, the maintenance of national registers and so on is clearly a practical realm where everyone can learn from everyone else. This illustrates the importance of disseminating annual reports from each committee within MoWCAP, in addition to the requirement for such reports to be sent to Paris.

7.4 While the importance of the visiting individual is obvious (see 6.10 and 6.11 above), the value of the complementary idea of the regional workshop or seminar is equally apparent. They are more expensive, but they also build community and networks, encourage exchange of information and ideas from many viewpoints and across cultures, and make efficient use of the availability of teachers and mentors. A case in point was the **regional MoW workshop** conducted in Manila in February 2004, which worked on two

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<sup>6</sup> This involved the participation of Malaysia’s King and the arrival of a decree by royal elephant. Not every country can aspire to such spectacle!

<sup>7</sup> Korea does not have a national MoW committee

fronts: training in the preparation of nominations for the international MoW register, and training in the theory and practice of digitization and the preservation of digital heritage. It was shared by 20 participants from across the region, and four ‘teachers’ (from Austria, USA, Australia and the Philippines).

7.5 If the developmental road seems difficult it is worth noting that other regional organisations have traveled it successfully. One example is SEAPAVAA (South East Asia-Pacific Audio Visual Archive Association), founded in 1996. At the time, audio visual archives in the region, and the heritage which they represent, were largely invisible outside their own countries. Ten years later, that has all changed, and the region is highly visible and recognized within the global profession.<sup>8</sup> It’s a journey that has mobilised both political and financial support, as well as the growth of archives and their skill base.

## **8 Regional website**

8.1 The development of a MoWCAP website, hosted in Hong Kong, is currently underway. The website is essential as a reference point for the region, and its shape and content will be further considered at the forthcoming November Committee meeting.

8.2 The site should include the following features:

- The regional MoW register, with guidelines, criteria, nomination form and assistance documents
- Information about MoWCAP, its member national committees, bureau etc
- List of experts
- Links to on-line resource material and relevant NGOs
- Links to other MoW sites, national committees and UNESCO National Commissions
- News and events
- Sponsorship honour board
- Contact details

8.3 The Australian committee is available to consult on the development, on the basis of its experience to date in building its national website. A periodic report on the Australian website is reproduced at **Annex 4**.

## **9 Second MoWCAP meeting in November 2005**

9.1 Arrangements are underway for the meeting in Manila from 7 to 9 November. To the extent that funds permit, delegates from the region’s national MoW committees will be assisted to attend, and representatives from the UNESCO National Commissions of other countries will be invited to attend at their own cost.

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<sup>8</sup> It’s a journey which will be celebrated at the 10<sup>th</sup> anniversary conference in 2006.

9.2 The Committee will elect a new Bureau and establish a forward work plan. The agenda will encompass the issues raised in this report as well as the recommendations from the third Bureau meeting (see **Annex 3**).

## **10 Towards a strategic plan**

10.1 This report does not propose a new strategic plan: devising and adopting a plan is a task for MoWCAP. It is suggested, however, that such a plan is needed. Accordingly, some notes arising out of the second MoW Bureau meeting (March 2002) are appended as a reference. (See **Annex 5**)

10.2 A crucial part of any such plan that is – at least at this stage – beyond the control of MoWCAP is the financial capability to maintain a regular meeting schedule. While a sponsorship base may be built over time, it cannot be done immediately and it is reasonable to expect the necessary support to be provided pro tem by UNESCO headquarters. Bureau and committee members in the past, and in the future, will provide much of their time on a voluntary basis and will absorb in-kind costs but many, if not most, will be unable to provide their own financial support to attend meetings.

10.3 There is also a fundamental level of support that needs to be provided by the Paris Secretariat, in monitoring the due registration and reporting of national committees, in keeping the international website up to date, and in generally maintaining contact with regional committees.

10.4 Among the medium term issues for MoWCAP to consider is the value of observership at regional NGO meetings, so that MoW becomes an integral part of the total effort to protect documentary heritage in the region, and supports the work and aims of these organisations.

## **11 Conclusions**

11.1 The way ahead is not difficult to discern. The strategic directions set out in 2002 (**Annex 5**) remain valid and to some extent have been implemented in the interim. A more fully developed plan now needs to be adopted.

11.2 The **statutes and rules** drawn up by the Bureau will need to be formally visited and adopted by the forthcoming committee meeting and, if necessary, amended in the process. In the course of this, it would be sensible to revisit the structure of the Bureau and subcommittees, particularly in light of the many procedural and structural changes adopted at the IAC meeting in Lijiang this year. It is logical for MoWCAP to adopt at the regional level the structures modeled at the international level, provided they work and that they match the region's realities.

11.3 For example, I suggest a smaller Bureau of four people (Chair, Vice-chair, Secretary General and UNESCO advisor) supported by needed subcommittees would

better match the practicalities of MoWCAP. The latter would need to include the equivalent of the IAC's Register Subcommittee, the Marketing/Fundraising Subcommittee and possibly a professional/technical subcommittee (as witness the Bureau's decision to develop a list of experts.) But there are also other needs too, already represented by the Editorial group, the mentoring/ encouragement work exemplified by Dr Abhakorn's activity, the training workshop conducted in Manila last year and the mentoring features of the provisional agenda for November (**Annex 3**).

11.4 However, without guaranteed resources to allow MoWCAP to ensure regular Committee and Bureau meetings on a biannual/annual basis it will be impossible to sustain the activities and services needed and to leverage, over time, the level of sponsorship and in-kind assistance that is potentially available. The costs are not great but, by definition, they cannot be provided by individuals and can be difficult for national heritage institutions to justify.

## **Annexes**

- 1 MoWCAP Statutes and Rules of Procedure
- 2 Recommendations of December 2004 Bureau meeting
- 3 Provisional agenda for 2<sup>nd</sup> MoWCAP meeting, 7-9 November 2005
- 4 Sample usage report on Australian MoW website – July 2005
- 5 Notes towards a strategic plan (2002)

## **Annex 1**

*The following statutes and rules of procedure were adopted at the first MoWCAP Bureau meeting, 26-28 April 1999, subject to approval at the next Committee meeting. They incorporated the objectives and terms of reference adopted by the first Committee meeting of 17-21 November 1998.*

# **ASIA/PACIFIC REGIONAL COMMITTEE FOR THE MEMORY OF THE WORLD PROGRAM**

## **STATUTES**

### **Article 1: Name**

The name of this Committee shall be the “Asia/Pacific Regional Committee for the Memory of the World Program”, referred to as the Committee in these statutes.

### **Article 2: Objectives**

The Committee’s objective is to promote, facilitate and monitor the Memory of the World (MoW) Program within the region, and to represent the region’s perspective at the international level. In particular, it will support and facilitate nominations and encourage adequate representation of the region’s documentary heritage in the International MoW Register. It will also support and complement the work of the National MoW Committees and, where appropriate, encourage or initiate nominations.

### **Article 3: Terms of Reference**

The Committee shall be responsible for the following functions:

- (i) To increase awareness of the importance of documentary heritage, improve its accessibility and use
- (ii) To promote resource sharing and optimal use of resources in the region
- (iii) To mobilize political, social and economic support for the MoW Asia/Pacific Program
- (iv) To encourage cross country linkages of valuable collections with multi-country cultural significance

- (v) To encourage the establishment of national MoW committees
- (vi) To maintain the Asia/Pacific Regional register of MoW documentary heritage
- (vii) To discuss the selection criteria and any other matters determined by the International Advisory Committee and make recommendations; and
- (viii) To mobilize resources and support for MoW projects/activities

#### **Article 4: Membership**

The Committee shall be composed of delegates from individual National Committees of the Memory of the World Program of UNESCO member states in the Asia/Pacific region.

#### **Article 5: Session**

The Asia/Pacific Committee shall meet in ordinary session once every two years. It may meet in extraordinary session, if it decides to do so, or if summoned by the Bureau.

- 2 The Bureau shall draw up the agenda for the sessions of the Committee.

#### **Article 6: Voting**

Each UNESCO member state represented by delegates of its respective “Memory of the World” National Committee shall receive one vote in the Asia/Pacific Committee.

#### **Article 7: Quorum**

The presence of half of the members at the meeting shall constitute a quorum.

#### **Article 8: Observers**

The chairperson, on the recommendation of the Bureau, may invite or admit observers at specified sessions of the Committee. Observers shall not have the right to vote.

#### **Article 9: The Bureau**

The Asia/Pacific Committee shall elect a Chairperson, three Vice-chairpersons, a Secretary General and a Treasurer who shall constitute the Bureau of the Committee.

- 2 The term of office of Bureau officers shall be four years. It is renewable once.

3 The Bureau shall establish its Rules of Procedure which shall be submitted to the Regional Committee for approval.

**Article 10: Amendment**

These statutes may be amended by the Regional Committee.

+++++

**THE BUREAU: RULES OF PROCEDURE**

**Rule 1: Membership**

The Bureau shall be composed of 6 members including a Chairperson and three Vice-chairpersons representing four regions: (i) Pacific (ii) South West Asia (iii) South East Asia (iv) East Asia, a Secretary General and a Treasurer.

2 Bureau members shall be elected by the Asia/Pacific Committee for a term of four years. The term of office is renewable once.

**Rule 2: Functions**

The Bureau shall prepare the agenda for the Asia/Pacific Committee meetings.

2 The Bureau shall be responsible for the planning, organizing, implementation and monitoring of the work programs approved by the Asia/Pacific Committee.

**Rule 3: Sessions**

The Bureau shall normally meet once a year. The chairperson may summon extraordinary sessions where necessary

**Rule 4: Voting**

Each member in the Bureau shall have one vote.

2 Decisions shall be taken by a simple majority of the members present and voting.

3 If the vote is equally divided, the proposal shall be regarded as rejected.

## **Rule 5: Quorum**

The presence of half of the members in the Bureau at a session shall constitute a quorum.

## **Rule 6: Functions of the Chairperson and Vice-chairpersons**

The Chairperson shall have the following powers: he or she shall declare the opening and closing of meetings, direct discussions, ensure observance of these Rules of Procedure, accord the right to speak, put questions to the vote and announce decisions. He or she shall rule on points of order and control the proceedings and maintenance of order.

2 Both the Chairperson and Vice-chairpersons are responsible for planning, coordinating, implementing and monitoring the work program in their designated regions.

3 In the absence of the Chairperson during the session, his or her functions shall be exercised in turn by the Vice-chairpersons.

4 If the Chairperson is no longer able to hold office, the Bureau shall choose one of the Vice-chairpersons to become the chairperson for the unexpired portion of the term of office. The Bureau shall also fill the casual vacancy of the Vice-chairperson by selecting a delegate from the Committee who belongs to the same region that the previous Chairperson represents. The change of personnel shall be ratified by the committee in the next session.

## **Rule 7: Subsidiary bodies**

In order to undertake programs of the Asia/Pacific committee, the Bureau may establish such subsidiary bodies as it considers necessary within the limit of funds available.

## **Rule 8: The Secretariat**

The Secretariat shall consist of such staff as may be required and can be supported by the host institution. Its location shall be recommended by the Bureau and approved by the Committee.

2 The Secretary General shall act as the executive head of the Secretariat responsible to the Chairperson.

3 The Secretariat shall administer and be the custodian of all properties of the Asia/Pacific Committee.

## **Rule 9: Budget**

The Bureau shall prepare the (annual or biannual?) budget for the approval of the Committee.

2 The Treasurer, with the approval of the Bureau, may receive any donations, gifts, bequests and subventions directly from international and other organisations, foundations, institutions and associations or from individuals.

3 The Treasurer shall present to the Bureau an annual statement of accounts, copies of which shall be furnished to voting members of the Asia/Pacific Committee.

4 The Treasurer shall present a financial report in the biannual session of the Asia/Pacific Committee.

### **Rule 10: Working Language**

The working language of the Bureau shall be English

### **Rule 11: Amendment**

Proposal for amendments to these rules shall receive the approval of the Bureau by a simple majority before submission to the Committee for consideration and final approval.

**RECOMMENDATIONS OF THE THIRD MoWCAP BUREAU  
MEETING, DECEMBER 2004**

- 1 To approach Paris headquarters for support and assistance in publishing a Chinese version of the *General Guidelines to Safeguard Documentary Heritage*
- 2 To propose two projects from the region to UNESCO for support
- 3 To seek funding support from UNESCO for the organisation of a Regional Committee meeting every two years and for the Bureau in between years
- 4 To elaborate the Guidelines on the use of the MoW logo in the region
- 5 To ensure the region is adequately represented in the International Advisory Committee (IAC)
- 6 To develop a model for fundraising
- 7 To recommend to IAC that the Chairperson of MoWCAP be appointed as an ex officio member of the IAC
- 8 To set up Editorial and Fund Raising Groups
- 9 To invite the Chairman of the National Committee of China to chair the editorial group for the proposed coffee table book
- 10 To appoint Dr Rujaya Abhakorn as the “Goodwill Patron” to promote MoWCAP program in the region.
- 11 To invite Ms Sarah Choy and Mr Akira Genba to serve as special advisors to MoWCAP
- 12 To establish an independent MoWCAP website to be located and administered in Hong Kong
- 13 To establish an expert list and have it placed on the web
- 14 To design and adopt a letterhead for MoWCAP

- 15 To prepare an article on the works and national registers of the National Committees of China and Australia, the first of their kind in the region
- 16 To appoint Simon Chu as the official spokesman for MoWCAP
- 17 To organize and hold the second regional Committee meeting in Manila in September 2005
- 18 To develop a modus operandi for the operation of the Regional Register

**Annex 3**

**UNESCO ‘MEMORY OF THE WORLD’ REGIONAL COMMITTEE  
FOR ASIA AND THE PACIFIC (MoWCAP)**

**SECOND COMMITTEE MEETING**

**November 7-9 2005  
Richmonde Hotel, Pasig City, Philippines**

**PROVISIONAL AGENDA**

**DAY 1**

- 1 Opening ceremony
- 2 Opening remarks from UNESCO Regional Advisor
- 3 Roll call and appointment of rapporteur
- 4 Business arrangements and expectations of the meeting
- 5 Overview of international MoW program
- 6 Overview of regional Asia/Pacific MoW program
- 7 Review of minutes of first Committee Meeting (1998)
- 8 Report on Bureau activities 1998-2005
- 9 Report from Goodwill Patron
- 10 Reports from National MoW Committees and UNESCO National Commissions
- 11 Discussion on reports
- 12 Presentations and discussion on setting up and operating national MoW committees

13 Summation of the day, and action arising

## **DAY 2**

14 Election of the Bureau

15 Regional MoW Register – establishing guidelines and process

16 Regional MoW website

17 Regional projects

18 Fundraising and financing of MoWCAP

19 MoWCAP subcommittees and terms of reference

20 Election of subcommittee chairs

21 Discussion of forward plan

22 Summation and action arising

23 Closing ceremony

## **DAY 3**

**Workshop** on developing nomination proposals for the international, regional and national registers

## Annex 4

# Report Australian Memory of the World website

Item 11: AMW Committee, Monday 25 July 2005, Old Canberra House

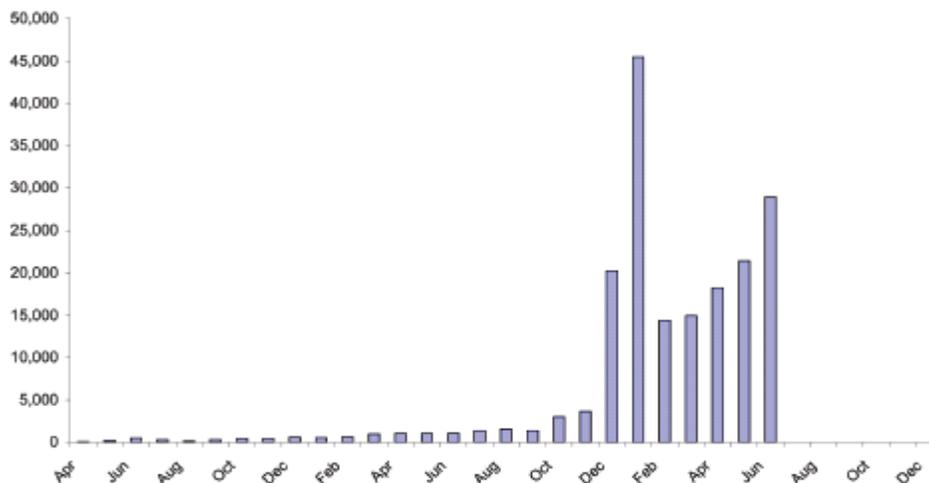
### Background

The Australian Memory of the World program (AMW) website is its principal means of communication with stakeholders. Since April 2003 the website has had its own domain <http://www.amw.org.au>. This report presents an overview of usage to date (April 2003 – June 2005), achievements, key issues and an action plan to implement agreed priorities. The last full report to the Committee was in [December 2004](#). All previous reports may be [viewed on the website](#).

### Usage

The website has been visited on 181,831 occasions (c.1.8 million hits)<sup>1</sup> between 23 April (first day of operation) and 30 June 2005. In the last twelve months the website was visited on 174,104 occasions, an increase of 174,104 visits over the previous twelve months, or 2,366%. A considerable number of other statistics are available on the website and can be located at <http://www.amw.org.au/LOGS/webalizer>.

Visits by month: April 2003 - June 2005



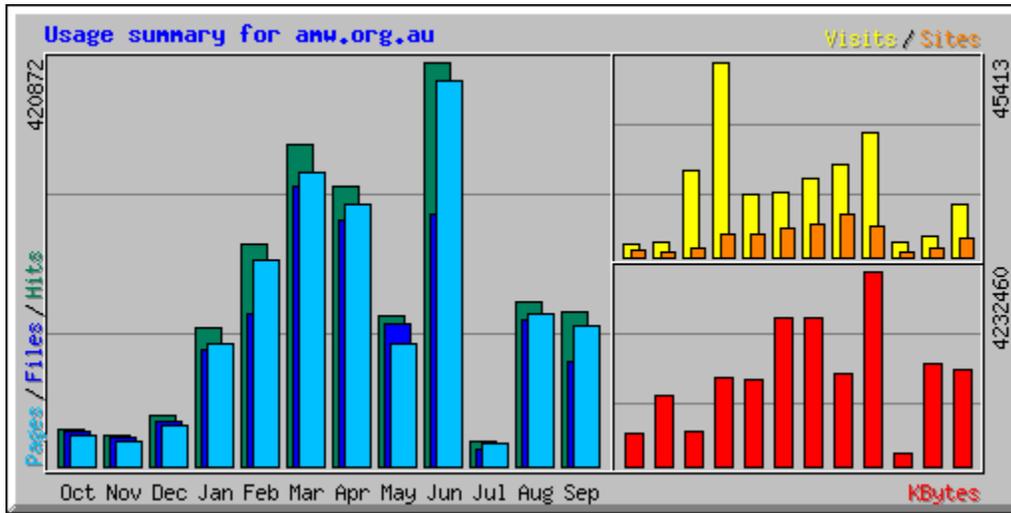
### Issues and their status

The following issues are current.

- Entering the full text of the 9 items selected for inscription on the 2004 *Register* in August and entering whatever results from the *Lost and Missing* survey. This has still not been completed. A renewed effort will be made.
- Environmental scanning needed by Committee to pick up mentions of website.
- Size: Site is growing slowly and is not yet an issue.

<sup>1</sup> 'Visits' is considered to be a better measure of web usage than 'hits'. A hit is recorded for every 'call' to a url made on a server. So, a single visit to a web page with 20 urls on it (links, images, etc) will be recorded as 20 hits. In contrast, a 'visit' implies that a user stays for a while at a website and looks at several pages. Webalizer records hits to the AMW site and the time that they are made. All the hits for a 30 minute period from the same user are counted as one visit.

**Usage Statistics for amw.org.au**  
**Summary Period: Last 12 Months**  
**Generated 25-Sep-2005 00:27 EST**



Summary by Month										
Month	Daily Avg				Monthly Totals					
	Hits	Files	Pages	Visits	Sites	KBytes	Visits	Pages	Files	Hits
<a href="#">Sep 2005</a>	6433	4335	5815	487	4252	2104011	12182	145386	108377	160838
<a href="#">Aug 2005</a>	15577	13775	14431	429	2205	2236167	4722	158741	151528	171352
<a href="#">Jul 2005</a>	8666	5988	8270	1138	1061	284390	3416	24810	17966	26000
<a href="#">Jun 2005</a>	14029	8753	13371	963	7206	4232460	28892	401141	262590	420872
<a href="#">May 2005</a>	5058	4799	4105	688	10163	1993879	21353	127264	148787	156799
<a href="#">Apr 2005</a>	9720	8540	9062	606	7585	3220047	18186	271881	256225	291601
<a href="#">Mar 2005</a>	10795	9410	9859	481	6566	3207042	14924	305638	291717	334649
<a href="#">Feb 2005</a>	8282	5687	7627	513	5114	1876265	14380	213578	159244	231900
<a href="#">Jan 2005</a>	4654	3881	4106	1464	5147	1915243	45413	127315	120325	144300
<a href="#">Dec 2004</a>	1693	1504	1398	650	2014	740594	20179	43367	46650	52510
<a href="#">Nov 2004</a>	1088	1013	871	119	1277	1553621	3599	26130	30401	32653
<a href="#">Oct 2004</a>	1248	1173	1037	94	1512	705615	2941	32169	36383	38708
<b>Totals</b>						<b>24069334</b>	<b>190187</b>	<b>1877420</b>	<b>1630193</b>	<b>2062182</b>

Generated by [Webalizer Version 2.01](#)

## Annex 5

# MEMORY OF THE WORLD – ASIA/PACIFIC REGION

## Notes towards a strategic plan

### *1 Immediate project: ASEAN-COCI WORKSHOP – August /September 2002*

#### **Purpose and output:**

- 1 To enable each country to develop and write at least one finished nomination, ready for submission, to the IAC.
- 2 To encourage the development of a MoW national committee in each country; to train the activists

#### **Preparation**

- Read General Guidelines and raise questions
- Select heritage material – best with more than one potential nomination – and interact with resource person in selecting nominations for workshop

#### **Workshop content (4 days):**

- Explanation and discussion of MoW Program and General Guidelines, including criteria and methodology
- Briefing on MoWCAP and success stories within the region
- Comparative discussion of nomination submissions
- Role-play critiquing session: anticipating counter-arguments
- Consultative preparation of nomination submissions – refinement
- Final refinement of submissions
- Presentation strategy
- Future vision: national committees + future nominations + future strategy

#### **Participant requirements (two delegates per country):**

- English facility
- Appropriate connection with National Library, National Archives, National AV Archive or similar
- Enthusiasm for the program
- Knowledge of the heritage material nominated
- In sufficiently senior position to spearhead further developments in own country

## **2     *A “chopping block” for a 3-year MoWCAP Strategic Plan***

### **Vision:**

- Fully structured regional committee
- MoW national committee in approx. half the 43 countries of the region
- Regional register, and at least one national register in each sub-region, operating
- All national commissions and governments aware of MoW
- Marketing/ sponsorship program in operation
- Targeted level of nominations to International register for 2003 and 2005 intake
- Mentoring/ advisory program in operation
- Visible access points: website, books/CD ROM etc

### **Regional Committee**

- Plant national committees: MoWCAP grows to approx. 25 national representatives
- Subcommittee system to roughly mirror IAC: marketing/ publicity, register, technical/mentoring
- Structure within sub-regions
- Observership at meetings: ASEAN-COCI, PIMA, SEAPAVAA, SARBICA etc
- “Data base” or analytical guidelines for region: e.g. table of which media relevant to which countries
- Strategic approach to regional register: targeting shared heritage and under-represented areas, lost heritage
- Collaboration with World Heritage List operating
- Live projects to protect endangered heritage

### **Regional Marketing, Publicity, Sponsorship**

- Patron/ goodwill ambassador in place
- Significant sponsorships secured and active: non-UNESCO income sources
- Publicity and information strategy operating, including web links, newsletter and regular contact with national committees, national commissions, professional groups
- Detailed management of logo, certificates, symbols and associated marketing strategies
- Substantial awareness-raising tools (e.g. books, TV documentary, competitions, film festival) existing or in production

## **National Committees**

- Working relationship with MoWCAP secretariat and other committees: linked websites, list serve, tutoring relationships/ training kits/ distance education/ advisory service
- Creation of national registers
- National awareness raising and discernible impacts on institutional activity and government policy

Ray Edmondson  
April 2002

## ECONOMIC STATEMENT

**Total fee: \$2500 US**

Payable as follows:

- |                           |      |
|---------------------------|------|
| • Signed contract 18.7.05 | 700  |
| • Tentative report 9.8.05 | 1500 |
| • Final report 26.9.05    | 300  |

**Total received as at 25.9.05**                      **672\***

**Balance due**    **\$1828 US**

\* It appears that \$28 US was deducted in bank charges at the New Delhi end. Bank charges at the Australian end are at the recipient's expense.