



APEC 2019 Jurisdictional Report for MoAD (Museum of Australian Democracy)

Role

To empower and engage communities across all platforms – onsite, online and outreach.

Vision

Celebrate the spirit and stories of Australian democracy and the power of your voice within it.

Mission

To promote active citizenship through a suite of transformative learning experiences and targeted activities that are relevant and influential and which support inclusion and identity and build civic and social cohesion.

The Learning section at the Museum develops, delivers and evaluates programs that reflect and support MoAD's vision, and build reach and impact by meeting the needs of our diverse audiences in onsite, online and offsite learning environments. To achieve this goal we embed student voice and agency in all our programs and provide professional learning (PL) opportunities for teachers, capitalising on our unique proposition – a nationally listed heritage site and the original purpose-built home of Australia's federal parliament, Old Parliament House.

It's been another busy year for us in Learning at MoAD. Here is a snapshot of what we have been delivering and achieving.

Reach and Impact

In 2018/19, almost 90,000 students and teachers participated in our onsite education programs. Satisfaction ratings remain high at 98% from teachers and students respectively. These statistics exceeded our external and internal key performance indicators. We also implemented a number of initiatives to increase our reach and impact because research tells us that there are many schools who cannot travel to Canberra to visit us for a number of reasons including cost. The Digital Studio and its outreach programs is core to delivering on many of these initiatives. Here is a summary of some of the programs and products we delivered:

- Developed a Marketing Plan with MoAD's Marketing team to more effectively communicate who we are and what we offer. This involved designing new MoAD Learning logo, new MoAD Learning collateral and new MoAD Learning web content as well as look and feel.
- Launched our new quarterly e-newsletter *The Memo* to target school and teacher audiences. *The Memo* keeps them up to date with all of our new onsite and online programs, exhibitions, classroom resources and competitions. Our mailing list has grown from 654 to 1028 subscribers this year.
- Increased MoAD Learning's Twitter following so now it is up more than 20% since the start of 2019. We currently have over 470 followers. Despite this seemingly modest following, we still see significant impressions on much of our output. Our single biggest day with the greatest reach in 2019 received 21,104 impressions, the topic was on news media literacy.
- Increased online digital offerings using our Digital Studio green screen technology to support teachers in their classrooms as well as their professional learning. Some examples now available on our website include:
 - *Four Stories from the Bunker* episodes
 - *Rights and Freedoms - an Indigenous experience of democracy* - digital resource
 - A video clip showcasing students' views on democracy - their rights, freedoms, responsibilities and passions – useful for teachers to see and hear
 - *Call to Action* – the democracy song resource
 - *Breaking Through: 75 Years of Women in Parliament* online resource

- Upgrade of the Democracy Trail, our award winning onsite technology-based learning tool that facilitates student investigation of the three democracy galleries. First launched in 2011, the interactive trail has become an integral part of the onsite school program offer which teachers love - *“The interactive swipe cards were good for different types of learners.”* The new improved version will build longevity into the system and will be tested with students and teachers in December.
- Developed a new role-play *Breaking Through* as part of the popular primary school program *Who’s the Boss?* Based on a recent exhibition at MoAD, this role-play explores the changing role of women in Australian politics with a particular focus on women who have worked in the House of Representatives (HOR). Using costumes and excerpts from official speeches, students relive two historic moments in Australian political history through Dame Enid Lyons, first woman elected to HOR and Julia Gillard, first female Prime Minister of Australia.
- Using the Digital Studio we developed two digital excursion programs - the primary school program *Democracy, Media and Me* and secondary school program *It’s my right, isn’t it?*. Bookings for both programs is growing as teachers hear about them through our channels. Feedback from teachers and students has been extremely positive and inspired us to create additional pre and post activities. One of these is a tactile sensory box for the Canberra Hospital students to cater for students with different learning needs.

Student Voice and Agency

Specifically with regard to student voice and agency and our increased strategic focus in this space and with this audience, we expanded the number of youth based programs we delivered this year. Some of these have been hallmark programs at MoAD for many years, others are new. Most are partnerships or collaborations with other organisations. They include:

- National Student Constitutional Convention
- ACT Student Constitutional Convention
- A national online youth survey to explore their opinions of democracy
- The Girls Takeover Parliament incubator workshops
- The News Media Literacy Workshop and Forum
- Kids Conference Canberra 2019
- What Matters? Competition
- National History Challenge
- *Call to Action* Competition.



ACT students debating the *World Heritage Properties Conservation Bill 1983* as Senators as part of the 2019 ACT Student Constitutional Convention.