

WORKSHOP A3

MUSEUM ADVERTISING POLICY

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Recorder: G. Jordon (BTPS)

This topic was divided into two categories:

- (1) Advertising on Vehicles
- (2) Advertising your Museum

(1) Advertising on Vehicles

A letter from COTMA Executive Officer, K.S. Kings was presented and discussed. The letter contained information regarding advertising on MMTB trams in Melbourne and advertising contracts.

Museum summaries with regard to advertising space available to them and its uses are as follows:

MOTAT: As the Shell Oil Company donated the trams to this organisation with the advertisements attached, this must be retained. A cost is of \$900 by Shell to service the advertisement contract and is made annually but it is stipulated that the advertisements must be attached to the trams at all times.

THS: They commenced operations with original style advertisements as sponsorship. Have had limited success with vintage type advertisements of late.

BENDIGO TRUST: Retained SEC advertisement frames but attached vintage style advertisements to regular service trams. No advertisements have been attached to restored trams due to not fitting with the period depicted.

BTPS: No exterior advertising on trams. Due to their restricted operations area this is also not possible. Trams have been used however as backdrops for various advertisements.

BTMS: No advertisements on trams. However advertising for donations or for other reciprocal organisations is done. Older trams never carried advertisements, hence this practice has not been continued.

It was mentioned with regard to the manufacturing of vintage style advertisements, that most organisations are reluctant to undertake this form as it may be against their modern house style or policy.

Most members present found that it is not a worthwhile proposition to constantly chase up advertisers, but as a good-will gesture some forms of advertising can be used as payoffs. It was also mentioned that it is sometimes necessary to place advertisements on trams to make them look "real" or as they ran in service. The use of total overall advertising (eg. decorated Melbourne advertising trams) was also discussed but not recommended.

Recommendations

1. That no set advertising rates can be made due to differing sizes and exposure available to each individual museum. As a guide a suggestion of between \$75-100 per advertisement be considered, but this can vary depending on local directives or situations.
2. The use of nostalgia advertising is difficult to arrange or undertake, and should be avoided if possible.
3. If possible avoid indulging in heavy advertising agreements or contracts but insist on a annual payment basis.

(2) Advertising Your Museum

Museum advertising summaries are as follows:

MOTAT: No leaflets or handouts of late. Coverage through the local newspapers and radio have been arranged.

THS: Handout material in motels and tourist offices. Local newspapers and casual TV and radio coverage has been undertaken.

BENDIGO TRUST: Own advertising by running trams through the streets of Bendigo. Handouts through motels and tourist offices including radio and TV coverage.

BTPS: Handouts through local tourist office and Victorian tourist bureau. Free advertising through articles in local newspaper, radio and TV stations.

SPER: Leaflet handouts and posters in tourist outlets.

BTMS: Limited at present due to not operating. Publicity from events in local papers have been arranged.

Letterbox drops by members or other organisations (eg. Scouts or Guides) are effective, as experienced by the Puffing Billy Preservation Society in Victoria. Newspaper, radio and TV Coverage have all been effective for most museums represented. It was stated however to get good advertising coverage it may be necessary to spend amounts of money.

Conclusions

The insertion of large advertisements to cover certain events over a long term period, supplemented by small reminders from time to time in local newspapers, TV or radio may prove fruitful. Coverage by community service announcements on radio or TV (eg. Weekend news magazines) programs.

Localised coverage in local establishments such as tourist offices, motels, etc.