



NAME OF THE GOOD PRACTICE/PROJECT

Keywords: Cultural institutions, cultural marketing, cultural management

(Please ensure that at least the aim, partners and implementation time are provided)

The aim of the project: Museumsverbund Steirische Eisenstrasse (Museum Association Styrian Ironroute)

Partners: 12 local museums in the region along the Styrian Ironroute

Project implementation time: Since 2004 (implementation in various phases), still running

Budget: n.n.

Granted by: Mainly local LEADER funding (AUT LEADER region Steirische Eisenstrasse)

Priority line/Specific objective: n.n.

Context:

The region the Styrian Ironroute is known for its rich mining and iron processing heritage with its highlight, the still active Erzberg ore mine. Additionally, the regions also has a range of other cultural features (city museums, postal museum, water works museum etc.) which are displayed in various local museums around the region. To raise the visibility and professionalism of the offer a joint museum association was founded.

Description:

In 2004, 13 regional museums in the region agreed to pool resources and form the Museum Association Steirische Eisenstrasse (Museumsverbund). Overall aim was to raise the visibility of the different (and often small museums) and increase the professionalism of the offer via the pooling of resources, joint funding applications and knowledge exchange. In the centre of the association is the MuseumCentre Leoben/Kunsthalle, which is situated in the regional center and has the biggest number of staff and visitors. The thematic arc of the regional museums is wide, nevertheless the structures are similar – many museums are based on voluntary work, which leaves for instance no time for new concept development or proper archiving. Here the association helps to maintain and improve the offer of the single museums without threatening their unique displays and themes.

Today the association features 12 museums and is very active in competing for regional and national funding for its work. Thereby it helped to secure and spread funds across the cultural sites of the region. The association and its joint marketing have also increased visibility for the diversity of the cultural offers and has made it much easier for the visitors to find their way around existing culture spots.

Results:

The founding of the association has resulted in a professionalisation of the regional cultural offers, both inside the region, as well as for the outside visitor. It has paved the way for a better access to funding, a better knowledge exchange between cultural institutions and a better, unified marketing product, which has now a much better outreach and appeal.

Success factors:

One of the success factors of the foundation was the realisation of many stakeholders that funding for museums will not get bigger and voluntary work clearly has its limits. The inclusion of professional partners from tourism and museum sector helped to achieve aims better.

Limiting factors:

With the scope of museums being different, the structure and visitors numbers imbalanced and traditional rivalries within the region persisting, a number of issues needed to be solved. The association also cannot really solve structural problems, such as the reliance on voluntary work in many of the museum sites.



Applicability and upscaling:

A joint museum association can be an important step to preserve cultural heritage, achieve a better museum management and create more attractive and visible visitors offers. It is thereby an attractive option for many options. Nevertheless, the process has to be carefully prepared and moderated, as great reservation within the single institutions that should be participating might exist.

Others:

<https://www.eisenstrassenmuseen.at/>

<https://pages.facebook.com/eisenstrassenmuseen/>



Horizon 2020

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