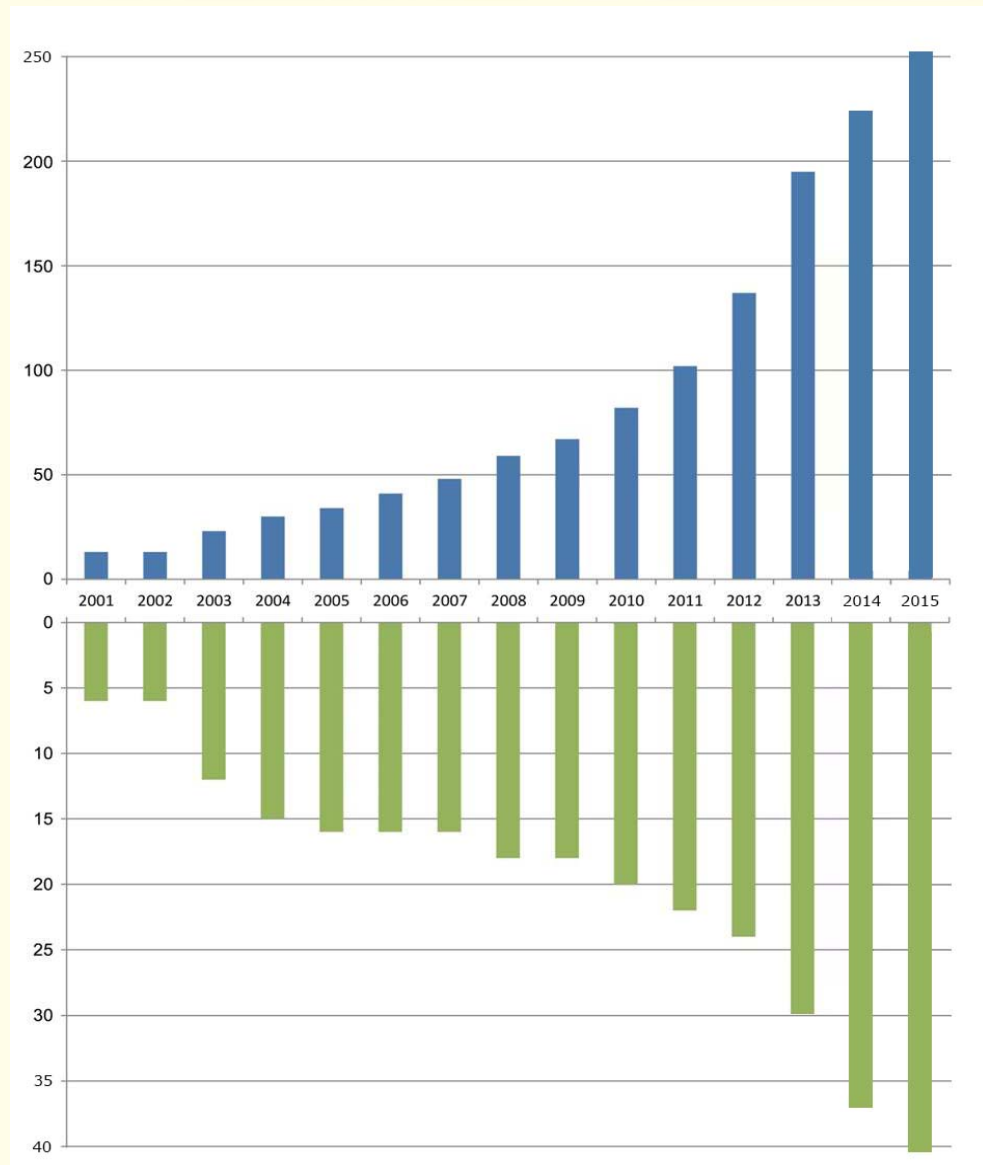


# EXARC

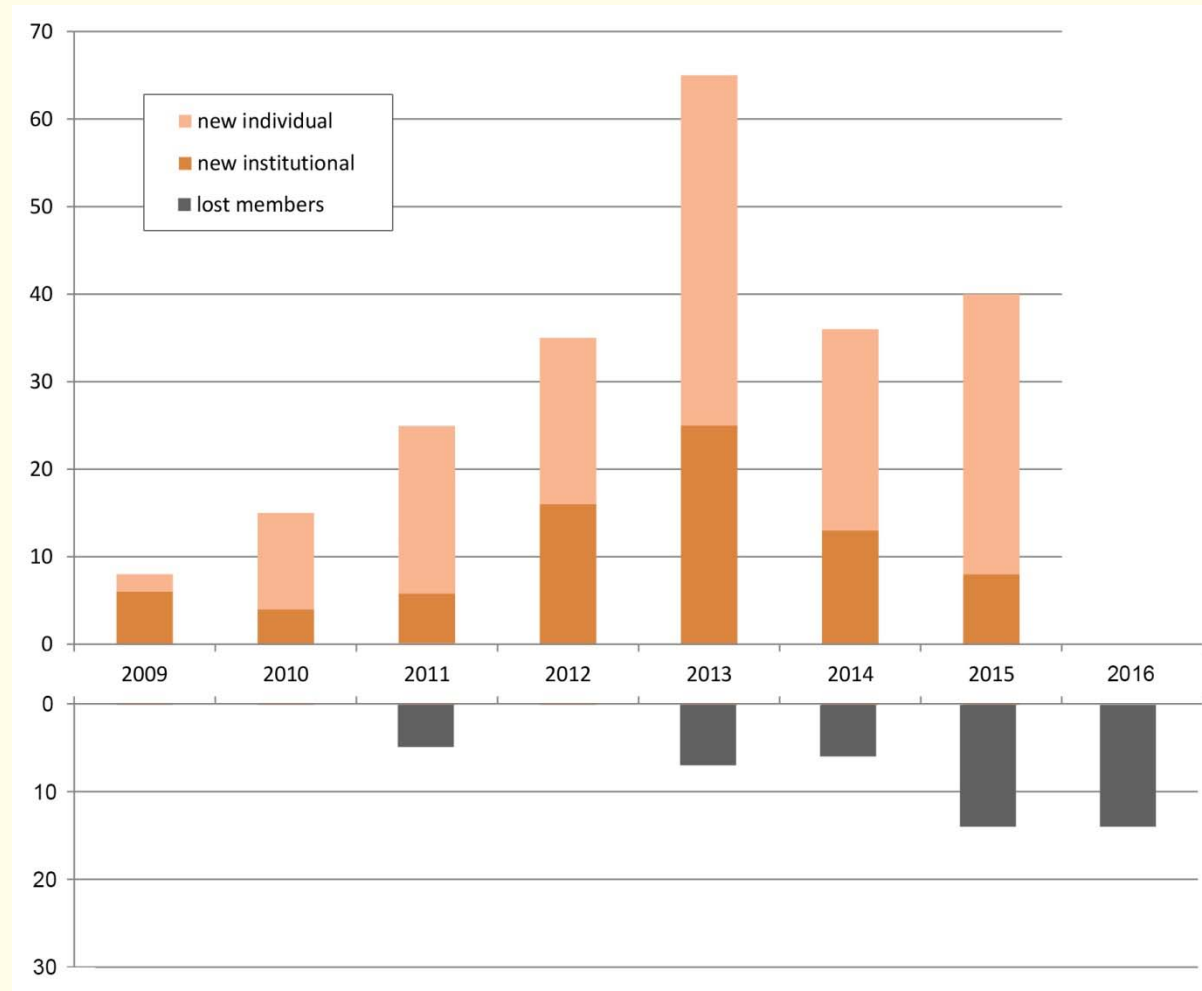
# EXARC 2015 Report

# NUMBERS AND STATISTICS

- ✓ The number of EXARC members rose last year from **225 to 251**.
- ✓ At the end of 2015 we had members in **41 countries**.



- ✓ Although we are growing, we also lost **14 members in 2015**, who due to different reasons could not pay the membership.
- ✓ **14 members** so far also told us they will stop in **2016**.

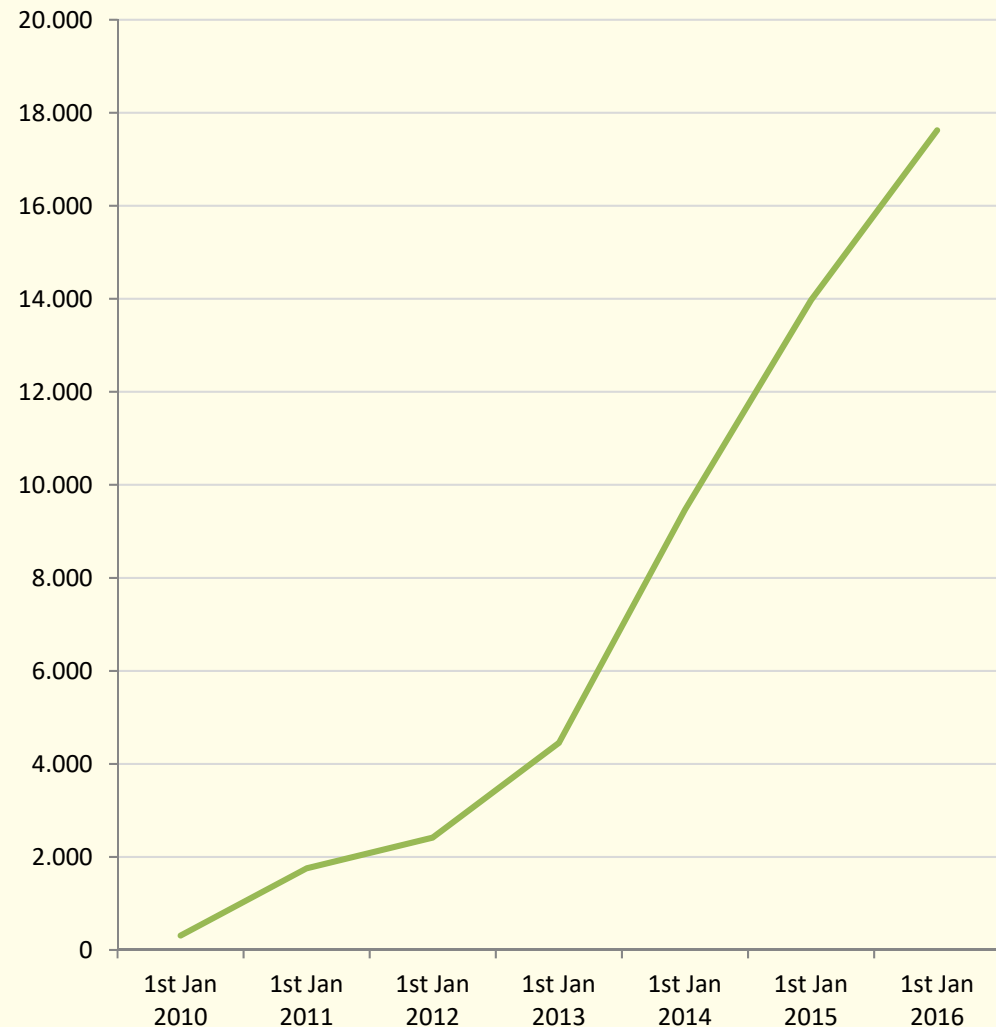


- ✓ Unpaid invoices by the end of 2015 accounted for **€ 430 from 8 members**. This is twice as little as last year.
- ✓ Our growth is the same as last year: **25-30 members a year**.
- ✓ 2015 is the first year we have **more individual members than institutional**.

Note: the individual members tend to stop easier after a year or two. They also cost more first year than they “bring in”.

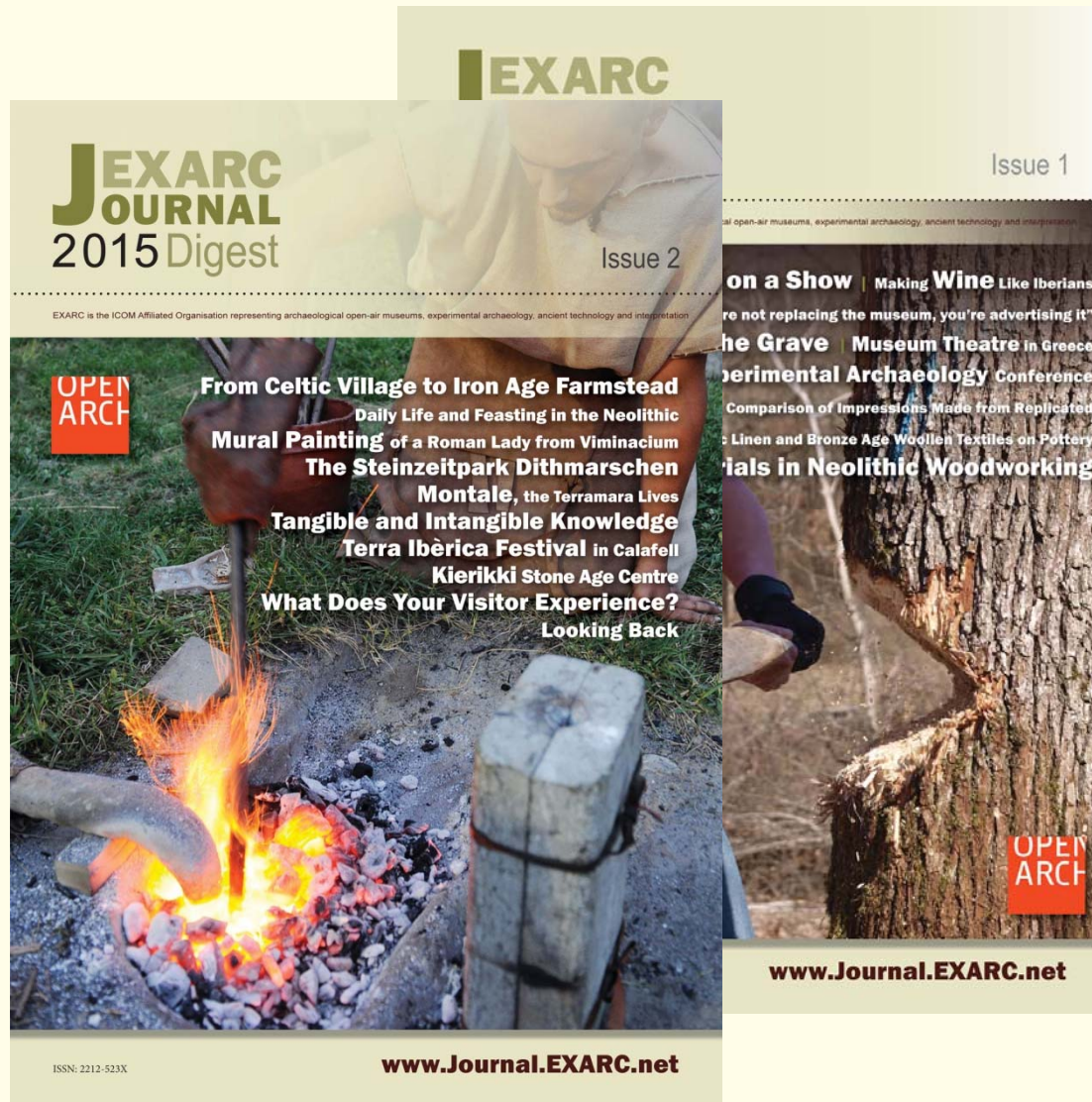
- ✓ Over the years 2011-2015 **our reserves grew to almost € 11,500**. Thanks to EU project OpenArch and a secure financial policy.

- ✓ On Social Media we reach an audience of almost **18,000 people**, spread over different groups and pages. We grew almost **25%** within a year.
- ✓ We had a paid for **Community Manager** in the years 2011-2015, which spent 4 hours per week on Social Media.



## PRODUCTS

- ✓ 2 Printed EXARC Journal Digests
- ✓ 4 EXARC Journals online
- ✓ Manual on cooperation between AOAM and museums' world
- ✓ Small PR products



- ✓ **Two Printed EXARC Journal Digests in 2015** (June & Special OpenArch Issue in November).

Paid for 50% by the OpenArch EU project.





### Issue 2015/4

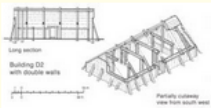


© EXARC, 2015  
ISSN: 2212-8956

Fourth online issue of the 2015 EXARC Journal contains **17 articles** divided over two sections. 15 articles are open access (OpenArch related and Mixed Matters), 2 are for EXARC Members only. It includes 1 article from the special OpenArch Crafts Issue and 7 from Digest Special OpenArch Issue.

▶ Read more

### Issue 2015/2



© EXARC, 2015  
ISSN: 2212-8956

Second online issue of the 2015 EXARC Journal. Contains **10 articles** divided over two sections. 7 articles are open access (OpenArch related and Mixed Matters), 3 are for EXARC Members only. It includes 3 articles from the special OpenArch Crafts Issue.

▶ Read more

### Issue 2015/3



© EXARC, 2015  
ISSN: 2212-8956

Third online issue of the 2015 EXARC Journal. Contains **8 articles** divided over two sections. 5 articles are open access (OpenArch related and Mixed Matters), 3 are for EXARC Members only. It includes 2 articles from the special OpenArch Crafts Issue.

▶ Read more

### Issue 2015/1



© EXARC, 2015  
ISSN: 2212-8956

First online issue of the 2015 EXARC Journal. Contains **8 articles** divided over two sections. 5 articles are open access (Mixed Matters), others are for EXARC Members only.

▶ Read more

- ✓ **Four online EXARC Journal Issues (February, May, August and November)**  
**Total 43 new articles** were added.
- ✓ **Online Issues from 2013** went open access (23 articles).

**Paid for 50% by the OpenArch EU project.**

### NAVIGATION

JOURNAL Sections

Archaeological Open-Air  
Archaeology

Experimental Archaeology

Interpretation

Mixed Matters

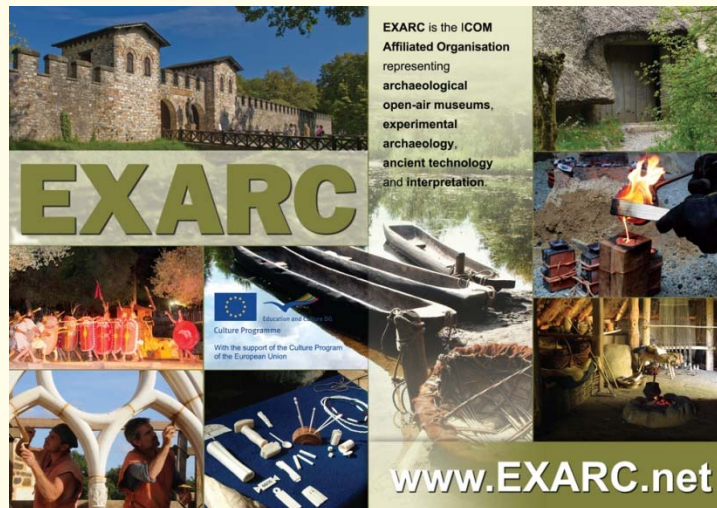
Mixed Matters



- ✓ **Manual for Archaeological Open-Air Museums** (44 pages)  
This booklet is the main output of Work Package 6 (OpenArch), a publication that aims to be helpful for all AOAMs across Europe in a very specific subject: the links between the AOAMs and the museum world.  
Shared with OpenArch partners, and we will also present it in Milan 2016 ICOM.



✓ **New PR products:**  
A1 poster,  
“Compliments card”,  
member pass



# EXARC

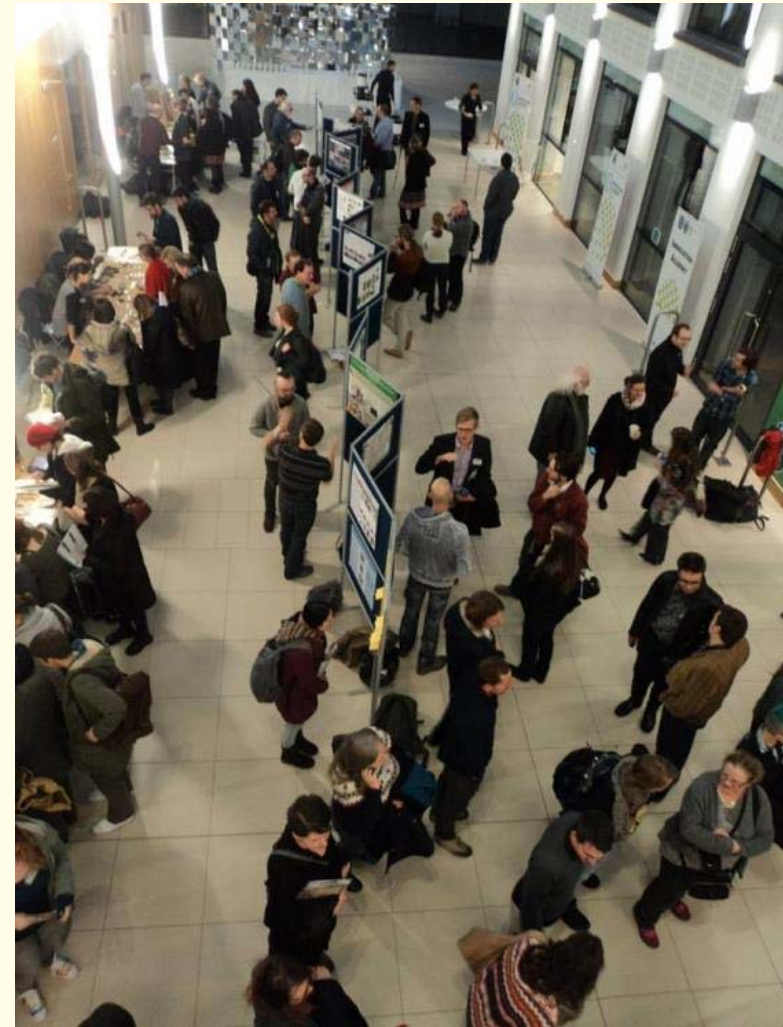


## ACTIVITIES

- ✓ 9th EA conference
- ✓ OpenArch conferences
- ✓ EXARC – MAMUZ conference
- ✓ ICOM

### 9th Experimental Archaeology conference, January 2015

- ✓ We met in **Dublin (IE)** at the 9th EA UK conference (held by UCD in cooperation with EXARC).
- ✓ Key note speaker: Prof Bill Schindler on "**Soul Authorship**".
- ✓ EXARC was well represented with over 30 of its members.
- ✓ We had a booth 3 days long, we got 10 new members.
- ✓ Our **AGM** was held there as well.



### **9th Experimental Archaeology conference, January 2015**

At the same time we organized a Round Table for Universities with Experimental Archaeology and National Networks.



**The 10th Experimental Archaeology conference will take place in 2017 at Leiden University.**

### OpenArch

- ✓ We joined two OpenArch conferences, where all EXARC Members were welcome: one in **Cardiff (WAL)**, the other - small one - in **Calafell (CAT)**.
- ✓ The project which took **5 years** ended on 31<sup>st</sup> Dec. 2015.
- ✓ Over the period of 5 years we got over **€ 20,000 grant** for different activities and products. Thanks to extra funds we could publish **EXARC Journal on line**, and **printed Digest Journal**. We also got some extra **PR products** done. We were also able to visit **several conferences...**



### OpenArch

- ✓ **Cardiff Conference**  
1<sup>st</sup> day - The Cardiff conference hold several key note papers and a discussion on what **archaeological open-air museums can pick up from the international museum world?**



Special thanks for this session go to Margriet Lestraden,  
Luc Eekhout and Martin Schmidt.



### OpenArch

- ✓ **Cardiff Conference**  
2<sup>nd</sup> day of Cardiff conference was open to the public, and over 5,000 visitors attended the **St Fagans for Craft Festival**.  
Many EXARC members were present there.

Note: EXARC sponsored Butser Ancient Farm.





### OpenArch

- ✓ In the OpenArch project we will get the last **22% of the funds** in 2016, when the project is already finished. We however were obliged to spend the money before the end of 2015. € 4,632 is to be received in 2016.
- ✓ Beginning of January 2016 audit was done on our expenses, and a letter with a positive result was sent to Calafell (lead partner).
- ✓ In March 2016 Final report will be sent to Brussels.



25 - 27 September 2015  
**Archaeological Reconstructions  
and Tourism**

EXARC, jointly with long-time member Urgeschichtemuseum MAMUZ Schloss Asparn/Zaya, invites you to an international conference in Mistelbach near Vienna, Austria.

**EXARC**



Copyright Images: MAMUZ / atelier olschinsky

With publications like "From Stonehenge to Las Vegas" (Holtorf 2005) and "The Plastic Venuses, Archaeological Tourism In Post-Modern Society" (Melotti 2011) it has become clear that archaeological reconstructions have found their way to the mainstream public. It is not anymore about carefully made "authentic" reconstructions in a showcase or open-air museum context, we are talking about product placement, supporting modern messages with archaeological imagery, about archaeology lending its face to commerce. Where does this end, and when does it turn bad for archaeology? Or are we happy about (any) role in society, as "they" are the ones who pay "us"?

### Conference fees

Students	€ 20
Others	€ 35
EXARC Members	€ 25

### More info

[www.exarc.net/meetings/mamuz](http://www.exarc.net/meetings/mamuz)

Travel advice: Come to Vienna, take from there the S2 from the Train Station Wien Mitte to Mistelbach (about 1 hour) followed by 10 minutes on foot to the museum.



✓ September:  
We co-organized **Archaeological Reconstructions and Tourism Conference** at Mistelbach (Urgeschichtemuseum MAMUZ).



### ICOM

- ✓ June: We went to **Paris (FR)** for the ICOM meeting.
- ✓ October: Small meeting took place as preparation for ICMAH conference.
- ✓ November: we joined **ICMAH annual conference**, in preparation for Milan 2016 ICOM conference (sponsored by ICOM The Netherlands).

The plan is to hold a session in Milan about AOAM and the cultural landscape. We will present our OpenArch Booklet there. We will receive some funds from ICOM The Netherlands to join the conference.

# PERSONAL ACHIEVEMENTS

**Vice Chair of EXARC Bill Schindler - as co-star of “The Great Human Race,” a National Geographic Channel series filmed around the globe, he recreates the living conditions of our earliest ancestors.**

Several EXARC members led a Round Table in response to featuring the series on TV.





## **EXARC Director Paardekooper wins Museum Horizon Award 2015**

The award is for persons who contribute in an innovative manner to the developing and changing role of museums in contemporary society, local as well as global.



# FINANCES 2015

EXPENDITURE	2015
Staff	€ 4.487
Conference and Seminars	€ -
PR	€ 693
Postage	€ 2.215
*reduced FLAT FEE OPENARCH	-€ 539
Office costs	€ 154
Accountant	€ 1.529
Travels / external contacts	€ 2.111
Secretariat	€ 907
External / Board	€ 1.204
Bank costs	€ 317
<b>SUBTOTAL GENERAL EXPENSES</b>	<b>€ 10.968</b>
49,8% OF OPENARCH COSTS (OWN)	€ 3.517
OPENARCH COMMON COSTS	€ 17.824
<b>TOTAL EXPENDITURE EXARC</b>	<b>€ 32.309</b>

INCOME	2015
Donations	€ 216
Contributions	€ 17.364
Adverts	€ 700
Sales	€ 1.353
Conference and Seminars	€ -
Interest Bank	€ 133
<b>TOTAL INCOME</b>	<b>€ 19.767</b>
OPENARCH COMMON COSTS	€ 17.824
<b>NET TURNOVER EXARC</b>	<b>€ 37.590</b>
<b>BALANCE</b>	<b>€ 5.281</b>
<b>ACCUMULATED RESERVES TILL 2015</b>	<b>€ 6.156</b>
<b>TOTAL RESERVES</b>	<b>€ 11.437</b>
OF WHICH TO RECEIVE BACK FROM OPENARCH	€ 4.632

### OPENARCH 2011- 2016

<b>INCOME</b>		2011	2012	2013	2014	2015	2016
Grant:							
	FOR MISCELLANEOUS EXPENSES	€ 6.000	€ 6.000	€ 3.250	€ 1.173		€ 4.632
							€ 21.055
common costs:							
	IMPLEMENTATION OF PROJECT ACTIVITIES		€ 8.550		€ 4.235		€ 12.785
	TRAVEL		€ 2.673				€ 2.673
	COMMUNICATION AND PR	€ 36.900	€ 31.227	€ 4.250	€ 14.557		€ 86.934
		€ 36.900	€ 42.450	€ 4.250	€ 18.792		€ 102.392
<b>EXPENSES</b>		2011	2012	2013	2014	2015	2016
Grant + EXARC:							
	COMMUNICATION AND PR	€ 12.745	€ 4.096	€ 2.504	€ 8.246	€ 6.024	€ 33.615
	IMPLEMENTATION OF PROJECT ACTIVITIES			€ 2.038			€ 2.038
	TRAVEL	€ 708	€ 595	€ 586	€ 778	€ 509	€ 3.175
	flat fee	€ 540	€ 1.285	€ 416	€ 346	€ 539	€ 3.128
		€ 13.993	€ 5.976	€ 5.544	€ 9.370	€ 7.072	€ 41.956
	<b>budgeted</b>						€ 41.948
common costs:							
	IMPLEMENTATION OF PROJECT ACTIVITIES	€ 550	€ 8.000			€ 4.235	€ 12.785
	TRAVEL	€ 35	€ 1.477		€ 659	€ 500	€ 2.673
	COMMUNICATION AND PR	€ 10.377	€ 43.859	€ 13.674	€ 5.937	€ 13.089	€ 86.935
		€ 10.962	€ 53.336	€ 13.674	€ 6.596	€ 17.824	€ 102.392
	<b>budgeted</b>						€ 102.392

1. Over the last years we accumulated **€ 11,437** as reserves. We were very careful with expenses, knowing we need to pay 22% of the OpenArch grant in advance.
2. We had little costs on PR (for eg. Journal or website, as it was paid partly by OpenArch).
3. Our postage costs were also limited, as we sent the Journal from Germany, and part of the costs were covered by OpenArch.

# EXARC

# EXARC

# 2016 Prospects

## Publications:

- ✓ We plan to publish two **Printed EXARC Journal Digest**. Both about 36-40 pages. One in May, the other around November.
- ✓ **Four online EXARC Journal Issues** are planned: February, May, August and November. We aim to publish between 40 and 50 article annually.

## Meetings:

- ✓ Small meeting is taking place in **March 2016**, we are preparing a bigger meeting (10<sup>th</sup> Experimental Archaeology Conference in April 2017).
- ✓ In July 2016 we will join the **ICOM meeting in Milan**. We will help organize a session on Museum and Landscape.

## Networks and Other Organizations:

- ✓ There are talks taking place and a working group was formulated to look into merging **Dutch VAAE in EXARC**. We hope to get 75 extra new members in 2017, and some extra money to support the new members.
- ✓ We must also consider joining in with other organizations like the **American SPT / REARC**.
- ✓ **National networks** could become a strong development within EXARC (look at Italy, Germany and UK).
- ✓ We offered **subscription possibility to SPT members**, who got their last Bulletin recently.
- ✓ We are involved in several workgroups helping AOAMs.

## EU Projects:

- ✓ Over the past **6 years we grew with over 400%**. That was possible due to extra funds from EU projects, like Grundtvig and the Culture Program.
- ✓ A new EU project: ERASMUS + is due end of March 2016 with several EXARC members. Theme: **Volunteers**.
- ✓ We will apply for an Operating Grant, due October 2016.



## Reinventing EXARC:

- ✓ **To keep the standards high we must look for other income.**
- ✓ In 2016 we should **check if our Visions** are still valid and where we stand. What do we offer our members?
- ✓ In 2016 we must start with **redoing our websites**, as a part of the whole plan, of finding the right place for EXARC.



- ✓ In November 2015 we started a campaign to raise funds for a new website. We had a special **Crowdfunding website**.
- ✓ From January 2016 we also have an **Auction**, where we sell the EXARC journal, books and events of the members.

# FINANCES 2016-2017

EXPENDITURE	2016
Staff *	€ 6.700
Conference and Seminars	€ -
PR	€ 14.960
Journal (&PR) **	€ 6.760
Websites hosting **	€ 1.200
Website development step 1 and 2 ***	€ 7.000
Postage	€ 3.000
Office costs	€ 250
Accountant	€ 1.529
Travels / external contacts	€ 2.750
Secretariat	€ 1.000
External / Board	€ 1.750
Bank costs	€ 350
<b>TOTAL EXPENDITURE EXARC</b>	<b>€ 29.539</b>

- \* 4 volunteers and maintenance of the website
- \*\* Journal and hosting paid 100% by EXARC
- \*\*\* the most expensive option

INCOME	2016
Donations *	€ 2.000
Contributions	€ 17.500
Adverts	€ 300
Sales **	€ 4.800
Conference and Seminars	€ -
Interest Bank	€ 85
<b>NET TURNOVER EXARC</b>	<b>€ 24.685</b>
<b>BALANCE</b>	<b>- € 4.854</b>
<b>ACCUMULATED RESERVES TILL 2016</b>	<b>€ 11.437</b>
<b>TOTAL RESERVES</b>	<b>€ 6.583</b>

- \* from Fundraising and auction
- \*\* from OpenArch partners to preserve OA website

EXPENDITURE	2017
Staff *	€ 8.500
Conference and Seminars	€ 1.000
PR	€ 14.450
Journal (&PR)	€ 7.250
Websites hosting	€ 1.200
Website development step 3 part 1 **	€ 6.000
Postage	€ 3.800
Office costs ***	€ 500
Accountant	€ 1.529
Travels / external contacts	€ 3.000
Secretariat	€ 1.000
External / Board	€ 2.000
Bank costs	€ 400
<b>TOTAL EXPENDITURE EXARC</b>	<b>€ 33.179</b>

- \* 5 volunteers and maintenance of the website
- \*\* updating main EXARC website 2017-2018  
costs: between € 12,000 - € 13,500
- \*\*\* including insurance for VAAE activities

INCOME	2017
Donations *	€ 4.000
Contributions **	€ 22.500
Adverts	€ 300
Sales	€ -
Conference and Seminars	€ -
Interest Bank	€ 50
<b>NET TURNOVER EXARC</b>	<b>€ 26.850</b>
<b>BALANCE</b>	<b>- € 6.329</b>
<b>ACCUMULATED RESERVES TILL 2017</b>	<b>€ 6.583</b>
<b>Possible Bibliography Grant</b>	<b>€ 3.500</b>
<b>TOTAL RESERVES</b>	<b>€ 3.754</b>

- \* from VAAE funds, € 4,000 yearly for 2 - 3 years
- \*\* EXARC members + 75 VAAE members

1. In 2016 OpenArch partners are paying a fixed amount for keeping the Openarch website online till 2021 (**€ 4,800**).
2. We have two fundraisings going: Crowdfunding for the website and the EXARC Auction; we expect a result between **€ 1,500 - € 1,750**.
3. We would like to use some of the reserves (**€ 10,000 out of € 11,437**).
4. We are working on two grants for 2017-2019, one for the Bibliography (to cover all costs), the other is an Operating Grant for EXARC (it could be up to 80% of our 2015 Expenses yearly -> € 28,000).

EXPENDITURE	constant	variable	
<b>2016</b>			
Hosting & Domains	€ 1.200		
Technical Maintenance	€ 1.200		
Step 1.			
Export Bibliography to tDAR		€ 1.500	
assign volunteer to work on Bibliography		€ 1.000	
Step 2.			
Archive the existing EU project websites *		€ 5.500	
<b>2017</b>			
Hosting & Domains	€ 1.200		
Technical Maintenance	€ 1.500		
assign volunteer to work on Bibliography	€ 1.000		
Step 3 part 1.			
Main website development *		€ 6.000	
<b>2018</b>			
Hosting & Domains	€ 1.200		
Technical Maintenance	€ 1.500		
assign volunteer to work on Bibliography	€ 1.000		
Step 3 part 2.			
Main website development *		€ 7.500	
	<b>€ 9.800</b>	<b>€ 21.500</b>	
			<b>€ 31.300</b>

INCOME	constant	possible	
<b>2016</b>			
Crowdfunding & Auction	€ 1.500		
OpenArch Partners maintenance	€ 4.800		
Built Reserves	€ 10.000		
<b>2017</b>			
surplus	€ 3.000		
Possible grant for Biblio *		€ 3.500	
Possible Operating Grant **		€ 2.250	
<b>2018</b>			
surplus	€ 3.000		
Possible grant for Biblio *		€ 1.000	
Possible Operating Grant **		€ 2.250	
	<b>€ 22.300</b>	<b>€ 9.000</b>	
			<b>€ 31.300</b>

\* Calculated the most expensive option

\* Try to cover all costs connected to Bibliography

\*\* If succeed € 28,000 annually for 3 years 2017-2019

1. Should we do step 1 and 2 in 2016?

Costs: € 8,000

Income incl € 10,000 own reserves: € 16,300

EXTRA stable costs: € 2,400

2. Should we start with step 3 in 2017?

Costs 2017 & 2018: € 13,500

Income what left from above: € 5,900 + surplus € 6,000

EXTRA stable costs: € 3,700 a year

Missing € 9,000

Possible Biblio Grant: € 4,500

Possible Operating Grant covers the difference € 2,250 a year



# THANK YOU