

AusHeritage Ltd

Australia's international network for cultural heritage projects

25 August 2008

The Secretary of the Committee
Joint Standing Committee on Foreign Affairs, Defence and Trade
Parliament House
Canberra ACT 2600

Dear Secretary

Inquiry into Australia's Relationship with ASEAN

I am writing on behalf of the Board of Directors of AusHeritage Ltd, Australia's network for promoting the cultural heritage industries abroad, regarding the *Inquiry into Australia's Relationship with ASEAN*.

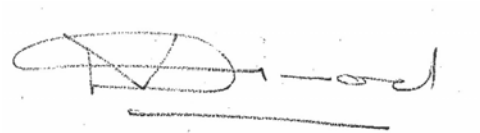
AusHeritage's comments focus on all terms of reference except for the third, which is related to free trade agreements with individual ASEAN countries.

AusHeritage is deeply committed to the development of Australia's relationship with ASEAN and individual ASEAN nations. We are concerned that Australia's heritage industry has limited capacity to contribute to the strengthening of this relationship. We believe; however, that cultural heritage and all that it implies, will play a greater role in the coming Asia-Pacific century in helping communities to work together to address challenges such as those related to energy and global warming.

AusHeritage's submission to the Committee outlines why knowledge of cultural heritage, including intangible heritage will help business and government expand economic ties with ASEAN and ensure quality security outcomes. The submission also recommends a series of initiatives that will foster greater participation of the heritage industry and more broadly the Australian community, in ongoing engagement with the peoples of ASEAN. The foundation of our argument is that cross-cultural understanding of the complex communities that fall under the ASEAN banner is the key to the future success of Australia's relationships in the region.

The accompanying submission discusses these points in more detail. Please do not hesitate to contact me if you require further information.

Yours faithfully

A handwritten signature in black ink, appearing to read 'Vinod Daniel', with a horizontal line underneath.

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Inquiry into Australia's Relationship with ASEAN

Joint Standing Committee on Foreign Affairs, Defence and Trade

1 Executive summary

A high quality relationship with ASEAN is important for Australia's ongoing engagement in the Asia-Pacific, for regional security, economic sustainability, social cohesion and stability.

In a world of profound and fundamental change, Australia has no choice but to deepen its understanding of its ASEAN neighbours.

Such an understanding needs to embrace the interconnectedness of investment, trade, climate change, defence, cultural history and living cultures. We do not know what the future might bring; however, without a comprehensive grasp of the cultural dimensions of ASEAN and its constituent nations, Australia will founder in its relationships, and fail to be a key partner in the Asia-Pacific world of the twenty-first century.

The Australian Government needs to explore and develop strategies which strengthen the knowledge and experience of all Australians regarding the richness and diversity of the peoples and their cultures that fall under the ASEAN umbrella. This will enhance the depth and quality of our interactions, develop good will and ensure optimum trade and security outcomes.

Concomitantly cultural engagement with Australia will allow ASEAN to increase its understanding of Australians, their living cultures, attitudes and beliefs thereby enriching communications and the potential for regional partnerships.

To this end it is recommended that:

- Cultural heritage initiatives become a standing agenda item in appropriate ASEAN meetings such as the ASEAN-Australian Forum and in particular, that a cultural heritage round-table be included on the program of the next ASEAN-Australia Forum to be held in Singapore at the end of 2009.
- Every endeavour is made for Australia, as a dialogue partner, to strengthen its ties with the ASEAN Committee on Culture and Information through a proactive program of ongoing discussions and sustainable long term projects;

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- An ASEAN Cultural Heritage Fund is established to facilitate greater engagement between ASEAN and Australian cultural heritage practitioners. Such a fund will not only accelerate cultural engagement but will have flow-on effects for business, informed government policy making and education for future generations of Australians.
- Cultural impact assessments are fully integrated into Australia's aid programs in the ASEAN region including emergency relief programs in the times of extreme events.
- The concept of a reverse Colombo Plan is explored so that Australian cultural heritage practitioners can be funded to work in ASEAN cultural institutions and on projects, including aid and security related projects, as well as the creation of a scholarship system to support young Australians studying in ASEAN countries.

All Australians should enjoy the cultural benefits which flow from an active association with ASEAN, not only for involvement in dance, festivals, music, television and radio productions, the arts and crafts but the management of heritage collections, the revival and strengthening of minority languages, the conservation of monuments and sites and the cultural mapping of both tangible and intangible heritage.

2 What is AusHeritage Ltd?

AusHeritage Ltd, a network of Australian public and private sector, cultural heritage organisations and businesses was established as a company limited by guarantee in 1996 with the support of the Australian Government. Its objective is to facilitate the engagement of heritage practitioners and organisations in the international arena and its members work internationally through government appropriations, grants, commercial contracts, and cooperative and volunteer endeavours.

AusHeritage members come from sectors such as: materials conservation, conservation architecture, the academies, urban planning, environmental law, cultural tourism, cultural mapping and heritage management. Membership organisations range from major Commonwealth collecting institutions in the National Capital and their counterparts in various states, to university departments and private sector consulting firms. AusHeritage is the only nationally based, multi-disciplinary, cross-sectoral, cultural heritage organisation in Australia.

The key objectives of AusHeritage are to:

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- promote Australia's heritage and conservation capabilities internationally;
- secure international cultural heritage projects and developmental and engagement opportunities for Australians;
- facilitate access to assistance for international projects;
- contribute meaningfully towards international efforts to build and sustain the world's heritage and cultural heritage industries.

AusHeritage functions as a specialist information provider and market research agent for its members, providing a common platform which enables the membership, either collectively or individually, to develop international initiatives. Because of its governance structure, AusHeritage also has the capacity to function as a prime contractor on behalf of its members and hence subcontract to specific members where there are advantages in doing so.

AusHeritage is guided by a Code of Ethics, which emphasises the essential complementarity of business, professional and personal values.

2.2 Why is AusHeritage submitting a response to the Inquiry into Australia's Relationship with ASEAN?

From its inception AusHeritage has focused its efforts on engagement in the Asia-Pacific and in particular with the Southeast Asian region. The key forum within Southeast Asia for cultural matters is the ASEAN Committee on Culture and Information (COCI).

AusHeritage holds dear the universal belief in the value and power of collaboration and relationship building for sustaining partnerships and has demonstrated experience with, and a commitment to working with COCI as well as individual organisations and institutions associated with cultural matters.

Within ASEAN, cooperation in culture and information covers the arts including visual, performing, literary, musical and other forms, cultural heritage, information and mass media. ASEAN-COCI is the body principally responsible for the formulation, implementation and review of activities and projects with ASEAN branding, subject to the approval of the ASEAN Standing Committee

ASEAN-COCI was established in October 1978 and the first ASEAN-COCI meeting was held in Manila, October 4-6, 1978. The ASEAN culture fund was established on December 2, 1978 and over three hundred culture and information projects have been supported through this initiative. ASEAN-COCI's overall mission is to achieve excellence in all aspects of cooperation in the fields of culture and information, to enhance mutual

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understanding and solidarity among the ASEAN community, further regional development and effectively project ASEAN within and outside the region.

Since 1999 ASEAN-COCI has operated through two subcommittees

- Sub-Committee on Culture
- Sub-Committee on Information

ASEAN Vision 2020 provides COCI with the objective to work towards 'a community conscious of its ties of history, aware of its cultural heritage and bound by a common regional identity'. ASEAN-COCI's projects are geared to 'promotion of ASEAN awareness and standing in the international community' (Hanoi Plan of Action 1998). Bali Concord II (2003) also strengthens ASEAN-COCI's objective by stating the 'Community shall nurture talent and promote interaction among ASEAN scholars, writers, artists and media practitioners to help preserve and promote ASEAN's diverse cultural heritage, while fostering regional identity as well as cultivating peoples' awareness of ASEAN'.

AusHeritage has been involved in a series of initiatives with ASEAN-COCI since 1997. These include:

- Support for the development of a cultural website portal from 2001-2004;
- The establishment of a Memorandum of Understanding for ongoing engagement in 2003 (See Attachment 1);
- Capacity building through workshops, seminars and conferences;
- An ongoing cultural mapping initiative including a major seminar and workshop held in Adelaide in 2003 and work towards the development of a cultural mapping handbook for use in the region; and
- A strategic review of the ASEAN-COCI work program in 2004/05 (See Attachment 2).

AusHeritage has worked on various capacity building projects with the ASEAN-COCI over the last decade. These activities have focused on heritage management workshops and seminars. AusHeritage is committed to contributing to projects that support the conservation of tangible and intangible cultural heritage and approaches for celebrating cultural diversity in the region.

AusHeritage signed a Memorandum of Understanding with ASEAN-COCI in 2003 and as an outcome of this process contributed to the preparation of a Regional ASEAN Strategy for Cultural Heritage Management in 2004/05.

A cultural mapping symposium and workshop was held in Adelaide, Australia in December 2003 as a joint ASEAN-COCI AusHeritage event. This was attended by 25 delegates, funded by ASEAN, from the Sub-

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Committee on Culture. The purpose of the meeting was to lay the foundations for exploring the scope of a practical cultural mapping model for use across ASEAN. The Symposium provided an opportunity to explore current thinking and trends in cultural mapping as well as linkages to resource mapping, heritage sites, tourism and tourism trails, art and public design and community planning.

The current AusHeritage-ASEAN-COCI Cultural Mapping Handbook project, supported by the Images of Australia Branch, Department of Foreign Affairs and Trade and the International Centre of Excellence for Asia-Pacific Studies at the ANU will not only prove highly valuable as a tool for both regional and local community awareness raising, community engagement and development, but as a mechanism for setting priorities for the promotion, management and utilisation of cultural resources and support those with interests in aid, the alleviation of poverty, economic development and community sustainability.

2.3 What is AusHeritage's key message/focus?

In a report to the 43rd Meeting of the ASEAN Committee on Culture and Information, Nay Pyi Taw, Myanmar, 1-2 July 2008, the Chairman of AusHeritage stated:

- There have been a number of key developments in Australia related to cultural heritage and cultural heritage collections management since the Adelaide Cultural Mapping Seminar and Workshop, co-chaired by ASEAN-COCI and AusHeritage in December 2003.
- It is some time since there has been a roundtable discussion and information sharing event between ASEAN-COCI representatives and corresponding counterparts in Australia regarding an up-to-date analysis and review of the role of cultural resources and practices for promoting diversity, stability and development in the Asia-Pacific region.

AusHeritage strongly supports the staging of a dialogue meeting with ASEAN-COCI to examine and review past Australian-ASEAN projects and develop a program of new joint initiatives for the coming decade based on the strategic directions outlined in the ASEAN-COCI AusHeritage Memorandum of Understanding. AusHeritage is keen to facilitate such an event in partnership with the Australian Government.

There is enormous scope for Australia to work with the ASEAN-COCI on projects of mutual interest. To achieve this outcome, there needs to be a consolidation of the pioneering work undertaken by AusHeritage so that a

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broader and far more comprehensive set of initiatives can be developed in the coming decade.

AusHeritage strongly supports the development of an Australia-ASEAN heritage fund as a mechanism to cement closer ties between Australia and the peoples of ASEAN and a more proactive stance by the Australian Government to support the development of cultural knowledge of the region by all Australian's and especially young Australians.

3 Response to the terms of reference

This submission refers to all the terms of reference related to this Inquiry apart from that related to free trade agreements which falls outside AusHeritage's area of expertise.

3.1 Opportunities to improve Australia's involvement in ASEAN

The ASEAN Declaration on Cultural Heritage (Attachment 3) makes explicit that culture encompasses the full range of human activities. Furthermore, the Declaration expresses the idea that the management of culture and cultural change is fundamental to the governance of society.

In AusHeritage's work for the strategic review of the ASEAN-COCI work program in 2004/05, its expert project group acknowledged the following principles:

- culture and cultural heritage are a fundamental part of the critical fabric of society;
- cultural activity necessarily contributes to all other activities in society;
- personal and community identity is derived from cultural context; and
- cultural values should inform economic and political processes.

The expert group also made a number of observations:

- the management processes and systems existing in ASEAN have their own unique character;
- practical outcome-oriented strategies are preferable in the ASEAN context;
- there is considerable variation across ASEAN in the level of cultural heritage management expertise, cultural heritage facilities, governance systems and processes and cultural norms.

Taking into account the scope and content of the ASEAN Declaration on Cultural Heritage and existing relations built in the region over the last several decades by collecting organisations such as the National Gallery of

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Australia and the National Library of Australia, there is significant potential for Australia to strengthen these relationships with ASEAN through COCI.

It is AusHeritage's view that cultural heritage can be used as a key vehicle for ensuring Australia's deep engagement in Southeast Asia. This could be achieved through partnership programs and projects using the infrastructure of ASEAN-COCI as well as ongoing bilateral initiatives between organisations in specific countries.

Some 570 million people live in ASEAN and most of the population centres across ASEAN are within a twelve-hour flight from most Australian cities and fall within similar time zones. Notwithstanding Australia's historical connections with Europe and the United Kingdom, and our close association with the United States of America, are there any commentators who believe that Australia's future lies outside the Asia-Pacific?

Australia's trade relations with ASEAN are considerable. If Australia is to become an integral player, both economically and politically in the region, to become part of the Asia-Pacific century and not be seen as an outsider, then Australia must improve its cultural awareness, knowledge and fluency about the customs, languages and social practices of the diverse peoples that live nearby.

It is essential for Australia to have a significant understanding of the cultural heritage of the region – its landscapes, its memories, built environments, its intangible heritage, its literature and languages, beliefs and philosophies and other cultural attributes and processes.

The Australian heritage industry has the capability to provide for all Australians, a conduit into the cultural domains of ASEAN. Our federal collecting institutions including the National Archives of Australia, the National Film and Sound Archive, the National Gallery of Australia, the National Library of Australia, The National Museum of Australia and the Australian National Maritime Museum hold key resources related to Asia and the Pacific. By making these resources available through face-to-face and on-line services, researchers, commentators, students and the wider community have a base from which to understand our history and how we relate to the rest of the world.

It is AusHeritage's vision that the resources and interpretive skills of the heritage constituency create a medium to ensure informed and considered understanding of the region so that Australia can successfully negotiate its future.

Many Australians share the view that we live in momentous times. Climate change, the oil crisis, the threat of pandemics, terrorism and the possibilities of a world food catastrophe make our future uncertain and unprecedented in human history.

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Australians need their foundational cultural institutions as well as the private sector to be ready and able to support the challenges faced at home and regionally. AusHeritage sees a stronger engagement with ASEAN and specifically the COCI as a way of increasing our cultural knowledge of the region. In these turbulent times it is essential for Australia's sustainability; that the capacity of cultural institutions is appropriately resourced to help Australians and the Australian government achieve an informed and culturally aware understanding of our place in Southeast Asia.

3.2 Opportunities to enhance regional security through Australian involvement

As we move into the twenty-first century, the security equation for the Asia-Pacific region has moved beyond traditional scenarios associated with defence. In this complex environment of pressure on energy resources, global warming, economic globalisation, the erratic behaviour of financial markets, the likely rise in geopolitical power in the East, the illegal movement of people, drugs, weapons and capital across borders, terrorism, the threats from extreme climate events, the emerging food and water crises and the possibility of health pandemics, there is a critical need for the development of a new global paradigm for regional sustainability.

Competition for increasingly scarce resources will make it more important than ever for nations to manage relationships. AusHeritage believes that at the beginning of what will be the Asia-Pacific century, responses to global challenges can only be addressed by a fundamental understanding of cultural phenomena and systems.

AusHeritage also holds the view that the effective management of cultural rights flows into the broader management of human rights and is a soft entry point for nation states challenged by cultural difference and cultural diversity including linguistic diversity.

We believe that political stability in the region is closely linked to a positive acceptance of cultural diversity not only as a human right but as a mechanism or catalyst for economic development through the creative industries including information technology as well as tourism and the production of the new objects of trade (ideas) for the twenty first century.

The exploration of cultural resources through cultural mapping and their subsequent appropriate exploitation will provide the commodities to fuel the information age. Australia's sympathetic input into the appropriate management of cultural resources in the region is therefore intimately linked with Australia's good international relations with ASEAN and hence, Australia's future security and prosperity.

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AusHeritage argues that it is critical for Australia's security including soft-security organisations to build their cultural skills so that lasting outcomes can be achieved in their ongoing engagement with ASEAN.

3.3 Opportunities to enhance the regional economy

The heritage industry is closely associated with tourism which is emerging as a significant contributor to the world economy and specifically the Asia-Pacific economy. The key challenge with tourism is the sustainability of destinations whether they are natural environments, cultural landscapes or urban places including galleries and museums. There are numerous examples of heritage sites in ASEAN that are under acute pressure from unbridled exploitation.

Graham Brooks, AusHeritage member and current president of the ICOMOS (International Council on Monuments and Sites) International Cultural Tourism Committee reported that the ASEAN Secretariat sent a high level delegation to the recent UN World Tourism Organisation conference *Sustainable Tourism Management at World Heritage Sites* held in Huangshan, China, March 2008. He commented that many of the ASEAN countries participated, clearly expressing the considerable concern across the region of the need to manage tourism at major sites in a sustainable manner for both the heritage site and the communities that sustain them."

The heritage industry has an important role to play in promoting best practice management of sites, places, collections and intangible resources so that these resources can continue to contribute to regional economies.

In a similar way the heritage industry is a significant contributor to the education economy both at home and abroad. On the one hand, the study of cultural practices and intangible values including the study of regional languages paves the way for Australia's involvement in ASEAN economies. On the other, Australian higher education institutions are actively involved in the delivery of programs in many ASEAN countries thereby contributing to Australia's terms of trade.

3.4 Opportunities to improve cultural links

Australia's cultural institutions including those in the private sector have the knowledge and skills to contribute to the sustainability of robust civil societies in ASEAN and play an innovative role in fostering cross-cultural understanding of our neighbours by all Australians.

AusHeritage has pursued a program of engagement with ASEAN-COCI for more than a decade. It has achieved many quality outcomes considering the scale of its operations and the often voluntary nature of member contributions to various activities.

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Through the establishment of an Australia-ASEAN cultural heritage fund, the ground-work achieved by AusHeritage and other organisations could be progressed into a broader portfolio of programs that would ensure stronger and sustainable cultural links between Australia and ASEAN.

The key issue here is one of scale related to the capacity of Australian organisations to bring financial contributions to the table in the development of partnership initiatives with ASEAN. Government intervention is required if Australia is to improve its cultural links with ASEAN.

From a strategic perspective, AusHeritage has identified four key issues which will lead to a strengthening of cultural links between Australia and ASEAN:

- Proactive dialogue with ASEA-COCI and investment in partnership projects related to capacity building and enhancing cultural links;
- Investing in projects leading to ongoing opportunities for relationship building, not one-off events with little scope for follow-up and maintenance of relationships;
- Integration of a cultural dimension into all aspects of Australia's engagement with ASEAN; and
- The development of the reverse Colombo Plan concept to support Australia cultural heritage practitioners working in ASEAN cultural institutions and on projects including aid and security related projects and the creation of scholarship programs to support young Australians studying in ASEAN countries.

3.5 The impact of global warming on the region

Severe weather events are likely to occur with greater frequency in some regions of ASEAN making it increasingly vital that nations are equipped to respond decisively to natural as well as man-made disasters within and beyond their borders.

In the same way that it is essential for disaster preparedness, mitigation and response skills to be developed across ASEAN to effectively reduce the impacts of disaster on infrastructure including areas of food production; it is also critical to have skills in place to protect physical and intangible cultural resources.

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It makes sense for cultural experts to participate in disaster preparedness planning and response and Australian cultural heritage practitioners can make valuable inputs in this critical area.

For those regions in ASEAN that may be affected by permanent flooding resulting from future rises in sea-levels, it is essential that peoples are resettled efficiently with minimal cultural dislocation with respect to traditional customs and beliefs. Innovative processes for reaffirming local identity and distinctiveness minimise the psychological and social disruptions resulting from major change and contribute to political stability through a sense of worth and purpose.

5 Recommendations

AusHeritage recommends the following:

- 1 That cultural heritage become a standing agenda item in appropriate ASEAN meetings such as the ASEAN-Australian Forum and in particular that a cultural heritage round table be placed on the program of the next ASEAN-Australia Forum to be held in Singapore at the end of 2009.
- 2 That every endeavour is made for Australia, as a dialogue partner, to strengthen its ties with the ASEAN Committee on Culture and Information through a proactive program of ongoing discussions and sustainable long term projects;
- 3 That an ASEAN Cultural Heritage Fund be established to facilitate greater engagement between ASEAN and Australian cultural heritage practitioners. Such a fund will not only accelerate cultural engagement but will have flow on effects for business, informed government policy and education of future generations of Australians.
- 4 That cultural impact assessments be fully integrated into Australia's aid programs in the ASEAN region including emergency relief programs in the times of extreme events.
- 5 That the concept of a reverse Colombo Plan be explored so that Australian cultural heritage practitioners can be funded to work in ASEAN cultural institutions and on projects including aid and security related projects as well as the creation of a scholarship system to support young Australians studying in ASEAN countries.

6 Conclusion

AusHeritage sees the key challenge for Australia in the twenty first century as one of successfully negotiating the cultural terrain of the Asia-

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Pacific, of managing the interfaces and boundaries between the cultures of our region.

Our neighbours are different to us, especially our ASEAN neighbours; they have different histories, often ancient histories, different beliefs and customs, different cultural heritages and cultural practices. Australians need to live and work with the ambiguities and challenges that are the key characteristic of the complex entity that is ASEAN.

Through new initiatives to broaden cultural knowledge and skills across the Australian community, Australians will be better placed to consolidate our relationships with ASEAN and take them to new levels of mutual benefit.

Concomitantly cultural engagement provides ASEAN with the opportunities to strengthen its understanding of Australia and Australian living culture, Australian attitudes and beliefs. Adopting such approaches can only lead to the maturing of our relations, higher levels of interaction and understanding, thereby paving the way for stronger and sustainable regional partnerships necessary to meet the challenges of a rapidly changing world.

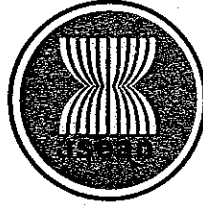
7 Attachments

[Attachment 1](#): Memorandum of Understanding between the ASEAN Committee on Culture and Information and AusHeritage concerning co-operation in the field of protecting, preservation, promotion and management of cultural heritage, March 2003

[Attachment 2](#): Strategic Review of the ASEAN-COCI Work Program, final report 2005

[Attachment 3](#): ASEAN Declaration on Cultural Heritage, July 2000

AusHeritage Ltd
25 August 2008



**MEMORANDUM OF UNDERSTANDING BETWEEN
THE ASEAN COMMITTEE ON CULTURE
AND INFORMATION AND AUSHERITAGE CONCERNING
COOPERATION IN THE FIELD OF PROTECTION,
PRESERVATION, PROMOTION AND MANAGEMENT OF
CULTURAL HERITAGE**

The Association of Southeast Asian Nations - Committee on Culture and Information (ASEAN-COCI) and AusHeritage Limited (hereinafter referred to as the "Parties")

REFERING to the ASEAN Declaration on Cultural Heritage of 2000, and the history of formal cooperation between the Association of Southeast Asian Nations and AusHeritage Limited since 1997

DESIRING to further strengthen the existing relationship between the Association of Southeast Asian Nations and AusHeritage Limited

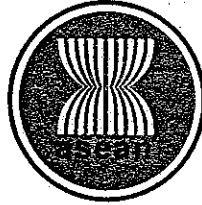
RECOGNISING the need for further cooperation in the fields of protection, preservation, management and promotion of cultural heritage

PURSUANT to the prevailing laws and regulations in the respective countries of the Parties

HAVE AGREED as follows:

**Article I
OBJECTIVE**

The objective of this Memorandum of Understanding is to enhance cooperation in the field of protection, preservation, management and promotion of cultural heritage of members of the Association of Southeast Asian Nations.



Article II AREAS OF COOPERATION

Both Parties shall undertake projects and activities to help protect, preserve, promote, and manage the cultural heritage of members of the Association of Southeast Asian Nations especially in capacity building, awareness raising and advocacy.

Areas of activity shall be as follows:

1. Conferences Seminars and Workshops

Both Parties shall encourage joint activities, including conferences, seminars, symposia and workshops on the protection, preservation, promotion and management of cultural heritage.

2. Skills Development

Both Parties shall encourage the exchange of expertise and joint activities in the research, preservation, conservation, promotion, and management of cultural heritage. Exchange programs in the field shall be encouraged.

3. Development of Standards and Guidelines

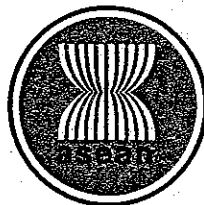
Both Parties shall collaborate on developing, testing and promoting a range of appropriate standards and guidelines.

4. Development of Infrastructure

Both Parties shall co-operate on the development and implementation of key tools such as websites, including the development and upgrade of the ASEAN Cultural Heritage Information Network portal site.

5. Attendance at Meetings

Both Parties shall encourage reciprocal attendance at meetings dealing with the matters covered by this Memorandum of Understanding and representatives are therefore invited to attend such meetings.



6. Potential Areas of Cooperation

Both Parties shall encourage the exploration of other areas of potential collaboration and advice.

Article III COORDINATION

The Parties are committed to maintaining a close relationship regarding cooperation on the protection, preservation, promotion and management of cultural heritage through their relevant bodies, which shall be the coordinating agencies of this Memorandum of Understanding. In this connection, the coordinator for the ASEAN Committee on Culture and Information is the ASEAN country coordinator for ASEAN-Australia relations, while AusHeritage Limited acts as its own coordinating agency.

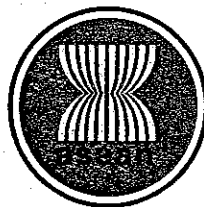
Article IV IMPLEMENTATION

1. The agencies mentioned in Article III shall hold consultations as deemed necessary in implementing the Memorandum of Understanding.

2. To facilitate the implementation of this Memorandum of Understanding, the ASEAN member countries or the country coordinator for ASEAN-Australia Dialogue shall hold consultations with AusHeritage to formulate subprograms and projects under this Memorandum of Understanding.

3. To ensure the implementation of the Memorandum of Understanding the financial obligations and arrangements for the projects shall be negotiated and agreed to by both Parties.

4. The terms and conditions of the co-operative activities and projects undertaken pursuant to this Memorandum of Understanding shall be agreed in writing between the Parties.



Article V
SETTLEMENT OF DISPUTE

Any dispute between the Parties on the interpretation and implementation of this Memorandum of Understanding shall be settled amicably through consultation or negotiation between the Parties.

Article VI
REVISION, AMENDMENT AND MODIFICATION

1. The Parties may revise, amend or modify all or any part of this Memorandum of Understanding by way of mutual agreement in writing. Such revision, amendment or modification, if mutually agreed upon, shall come into force on such date as determined by the Parties.

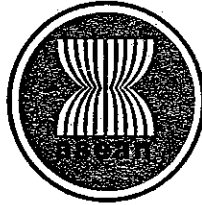
2. Any revision, amendment or modification shall be done without prejudice to the rights and obligations arising from or based on this Memorandum of Understanding prior or up to the date of such revision, amendments or modification.

Article VII
**ENTRY INTO FORCE, DURATION, SUSPENSION AND
TERMINATION**

1. This MOU shall come into effect from the first day of the month following the signing.

2. This Memorandum of Understanding shall remain in force for a period of four years and be automatically extended for a further term of four years consecutively unless it is terminated in writing by either Party prior to the expiration of the initial four year period.

3. Each Party reserves the right for reasons of security, public order or public health to suspend temporarily either in whole or part of the implementation of this Memorandum of Understanding which shall take effect thirty (30) days after notification has been given to the other Party through diplomatic channels.



4. In the event of the termination, the provisions of this Memorandum of Understanding shall remain in force until the rights and obligations arising hereunder including any specific cooperation have been fully executed unless the Parties agree otherwise.

IN WITNESS WHEREOF, the undersigned being duly authorized by their respective organizations, have signed this Memorandum of Understanding.

DONE in duplicate in Bandar Seri Begawan, Brunei Darussalam, on the twenty-second day of March in the year two thousand and three in the English language.

For the ASEAN-Committee
on Culture and Information:

A handwritten signature in black ink, appearing to read "Thang", written over a horizontal line.

TRAN CHIEN THANG
Chairman

For AusHeritage Limited:

A handwritten signature in black ink, appearing to read "Vinod", written over a horizontal line.

VINOD DANIEL
Chairman

Strategic review of the ASEAN- COCI work program

Final Report

June 2005

Strategic review of the ASEAN-COCI work program

1. Background

Cooperation in culture and information covers the arts including visual, performing, literary, musical and other forms, cultural heritage, information and mass media. The Association of South East Asian Nations-Committee on Culture and Information (ASEAN-COCI) is the body principally responsible for the formulation, implementation and review of projects subject to the approval of the ASEAN Standing Committee

ASEAN-COCI was established in October 1978 and the first ASEAN-COCI meeting was held in Manila, October 4-6, 1978. The ASEAN culture fund was established on December 2, 1978 and over three hundred culture and information projects have been funded through this fund. ASEAN-COCI's overall mission is to achieve excellence in all aspects of cooperation in the fields of culture and information, the COCI will enhance mutual understanding and solidarity among the ASEAN community, further regional development and effectively project ASEAN within and outside the region.

In 1985 COCI operated through four working groups

Literary and ASEAN Studies
Visual and Performing Arts
Radio/TV and Films/Video
Print and Interpersonal Media

In 1999 the operation mode for ASEAN-COCI was changed to operate through two subcommittees

Sub-Committee on Culture
Sub-Committee on Information

ASEAN Vision 2020 provides COCI with an objective of ASEAN being “A community conscious of its ties of history, aware of its cultural heritage and bound by a common regional identity”. ASEAN-COCI's projects are geared to “Promotion ASEAN awareness and standing in the international community (Hanoi Plan of Action 1998). Bali Concord II (2003) also strengthens ASEAN-COCI's objective by stating the “Community shall nurture talent and promote interaction among ASEAN scholars, writers, artists and media practitioners to help preserve and promote ASEAN's diverse cultural heritage, while fostering regional identity as well as cultivating peoples awareness of ASEAN”

AusHeritage was engaged by the ASEAN Secretariat to undertake a strategic review of the ASEAN-COCI cultural heritage work program in the context of the ASEAN Declaration on Cultural Heritage and broader ASEAN objectives. The purpose of the review was to inform the development of a future work program, within a 2004 – 2010 timeframe, that would advance the achievement of the policy objectives stated in the Declaration and would contribute to wider ASEAN policy objectives.

2. Methodology

An initial meeting between the Chair of AusHeritage and the ASEAN-COCI Secretariat developed a terms a reference for the review.

Under the guidance of the ASEAN Secretariat, AusHeritage convened a reference group of heritage managers to examine a set of documents provided by the ASEAN Secretariat. This material included information on the broad policy context of ASEAN and ASEAN-COCI and the current ASEAN-COCI work program. Based on the experience and knowledge of the reference group, and with reference to the various documents, a strategic framework was developed. The members for the reference group is presented in Appendix 1.

A draft strategic framework was developed by the reference group for consideration by the ASEAN Secretariat. From the strategic framework a series of Action Plans were developed as examples of using the strategic framework to develop implementation plans.

The draft document is to be reviewed by the ASEAN Secretariat and relevant National Committees as appropriate.

3. Preserving the Past for the Future – a Draft Strategic Framework for Cultural Heritage Management

The Declaration makes explicit that culture encompasses the full range of human activities. Furthermore, the Declaration expresses the idea that the management of culture and cultural change is fundamental in the governance of society. The expert group, in developing the strategic framework, acknowledged the following principles:

- culture and cultural heritage are fundamental to a society
- cultural activity necessarily contributes to all other activities in society
- personal and community identity is derived from cultural context
- cultural values should inform economic and political processes.

The following observations arose from the discussion:

- the management processes and systems existing in ASEAN have their own unique character
- practical outcome oriented strategies are preferable in the ASEAN context
- there is considerable variation across ASEAN in the level of cultural heritage management expertise, cultural heritage facilities, governance systems and processes and cultural norms

Based on these principles and observations the framework in Table 1 is proposed.

Table 1

ASEAN Strategic Area	COCI Contribution to ASEAN Strategic Area	COCI Long Term Goal	COCI Medium Term Goal	COCI Strategies
Economic Development	Cultural activity constitutes a considerable economic sector in its own right. It has the potential to be a significant domestic sector and contribute to exports through the development of new cultural product and through tourism. COCI projects can directly contribute to economic growth by fostering a strong cultural sector.	Monitor the economic contribution of the cultural industry by incorporating cultural industry measures into the existing micro-economic monitoring mechanisms. Once the cultural industry is recognized as a significant economic sector microeconomic policy can contribute to its management.	Develop a statistical framework to quantify the economic outputs of the cultural industry. The framework needs to be consistent with the existing mechanisms for microeconomic monitoring.	Engage with relevant ASEAN Committees/sub-committees to develop and implement a pilot project to identify cultural industry economic parameters and develop mechanisms for monitoring these parameters. Explore opportunities with Bureau of Economic Integration
	Sustained economic growth is predicated on social stability. In a time of rapid social/cultural change throughout ASEAN the successful management of this change will contribute to social stability and enhance and enable economic policy.	Develop / modify national legislation to protect, preserve and sustain the diverse cultural heritage of each ASEAN country. ASEAN is a mosaic of ethnicities and cultures. This diversity is a cultural strength and an economic asset which needs to be protected by compatible national legislation. Develop and implement conservation management plans for economically important cultural heritage. Some cultural heritage items are important economic assets. These assets should be managed in a way that	Develop guidelines suitable to ASEAN to inform the development of national legislation. In order to develop compatible national legislation across ASEAN a framework of conservation principles and standards in accord with the cultural values across ASEAN should be agreed. Build capacity, both people and facilities, within each country to develop and implement sustainable conservation management plans. Beginning in the medium term and continuing into the far future, establish	Convene a cross–sectoral, multidisciplinary working group to review existing guidelines and develop ASEAN specific guidelines. Work with other ASEAN sub-committees to convene the group. Identify and implement a number of small scale exemplar projects which demonstrate the value of sound conservation management to sustainable development

ASEAN Strategic Area	COCI Contribution to ASEAN Strategic Area	COCI Long Term Goal	COCI Medium Term Goal	COCI Strategies
		<p>preserves the cultural significance of the item while enabling the realization of its economic potential.</p> <p>Develop stable and suitable heritage management systems. Cultural heritage, both tangible and intangible, is the cultural infrastructure of society. The impact of development on this structure should be managed in a sustainable way to support smooth and continuous development.</p>	<p>and promote technical training courses, especially university level training, that builds the technological capacity of the ASEAN region in the full range of conservation disciplines. Simultaneously, build the facilities infrastructure to enable conservation work to be carried out. With an initial focus on economically important cultural assets the strategy should broaden over time to encompass less economically important but nevertheless culturally significant assets.</p>	<p>Identify and realize local and international opportunities for cooperation in establishing and promoting sustainable, professional level conservation and heritage management training for ASEAN. Engage with the ASEAN University Network to develop long term twinning arrangements.</p>
	<p>Cultural uniqueness is a major driver of tourism. The diversity of cultures across ASEAN can support a strong internal and external tourism industry.</p>	<p>Promote sustainable cultural tourism within the ASEAN region through the coordinated efforts of tourism and culture/arts agencies and the private sector. Sustainable cultural tourism can only be achieved through a partnership between all the stakeholders. It is critical to avoid degrading the cultural heritage assets that support the tourism industry.</p>	<p>Identify heritage assets suitable for economic use. In conjunction with sound heritage management practices the identification and promotion of cultural heritage in a broad and more contextual manner can help grow the tourism industry and move it to a higher value product. In order to do this an information management system needs to be available to relevant stakeholders.</p>	<p>Undertake cultural mapping projects in each country and create a database available to a broad range of stakeholders. Use existing ASEAN-COCI website for the cultural mapping database.</p>
Social and Cultural	Create a recognizable	Include ASEAN cultural	Develop curricula materials	Encourage the use of the

ASEAN Strategic Area	COCI Contribution to ASEAN Strategic Area	COCI Long Term Goal	COCI Medium Term Goal	COCI Strategies
Cooperation	<p>ASEAN identity through the promotion of the cultures that make up ASEAN. The recognition of ASEAN as a social and cultural entity will support the broader political and economic objectives of ASEAN. This recognition should be established:</p> <ul style="list-style-type: none"> - within ASEAN - within ASEAN +3 - with ASEANs dialogue partners - broadly internationally 	<p>heritage as a core component of school curricula. Social and cultural cooperation must begin at a young age. A knowledge and understanding of each others cultures by children is an important investment in future social harmony.</p> <p>Engage more closely with the wider international community and in particular with cultural heritage and arts organizations and departments.</p>	<p>suitable for each national education system. COCI should engage with the education departments in each country to develop teaching material.</p> <p>Train teachers. Training material for teachers and the training of teachers to deliver the curricula is also needed.</p> <p>Clarify and publicise the framework for cooperation with dialogue partners. Encourage individual organizations within ASEAN to use the ASEAN dialogue mechanism to engage with international partners in implementing cultural projects.</p> <p>Increase number of co-operative programs with dialogue partners within framework. Develop and promote opportunities for cooperative projects between ASEAN organizations and</p>	<p>HNASEAN site by schools as a curriculum support tool.</p> <p>Work with the ASEAN Subcommittee on Education and the South East Asian Ministers of Education Council to promote cooperation in the development of curriculum material and teacher training.</p> <p>Review the effectiveness of communication mechanisms in promoting cooperative projects in the cultural heritage area with dialogue partners.</p> <p>Promote cooperation in cultural heritage projects through the dialogue partner mechanism.</p> <p>Undertake a small number of exemplar projects with</p>

ASEAN Strategic Area	COCI Contribution to ASEAN Strategic Area	COCI Long Term Goal	COCI Medium Term Goal	COCI Strategies
			organizations in dialogue countries.	dialogue partners to promote cooperation.
	Promote mutual understanding within ASEAN of the projects undertaken by COCI.	Improve the mechanism for engaging with the media and promoting the importance of ASEAN's cultural heritage and the work of COCI. The protection and utilization of ASEAN's cultural heritage will only occur if there is widespread awareness of the importance of this heritage, the opportunities that exist for the economic and social benefit this heritage can provide and the threats to this heritage from unsustainable exploitation. The work of COCI, in focusing on sustainability, is a key message which should be widely disseminated.	Develop and implement a mechanism for engaging with the media. This may involve developing protocols to ensure every project receive widespread favourable coverage. Establish co-operation to get cultural heritage onto the agenda of other ASEAN committees. The work of COCI should also be promoted to other ASEAN subcommittees. Cultural heritage is a cross-cutting issue that should be considered by all other committees.	Develop guidelines for project proposals to ensure all projects have a promotion strategy incorporated into their planning. ASEAN Secretariat to develop a series of presentations to other committees to promote the work of COCI. Each presentation should focus on the benefits of cultural heritage activities and their relevant to the work of particular committees.
	Promote cooperation between organizations within ASEAN and between ASEAN organizations and international networks.	Establish and strengthen specialized networks. Many organization and networks exist within ASEAN, in other countries and internationally that specialize in various aspects of cultural heritage. International examples include ICOM, ICOMOS, IIC. Strengthening the engagement of ASEAN organizations within these networks will	Identify existing networks and encourage cooperation. COCI to establish more memoranda of understanding with international networks to undertake joint information and people exchanges.	Encourage and select proposals that involve people exchanges between ASEAN organizations and international organizations. Use bilateral funding mechanisms to facilitate.

ASEAN Strategic Area	COCI Contribution to ASEAN Strategic Area	COCI Long Term Goal	COCI Medium Term Goal	COCI Strategies
		improve the understanding and cooperation in cultural heritage management particularly with respect to transnational issues.		
Political and Security Co-operation	Celebrate the unity in cultural diversity. Diversity is a potential cause of political and security tension. It is also a potential source of curiosity, interest and positive excitement that can leads to better understanding, respect and friendship. A program that promotes the positive aspects of diversity (in a context of shared values) and feeds peoples' curiosity can helps develop a sense of unity.	People in each country are better informed about the cultures of peoples in the other ASEAN countries. Through previously mentioned strategies for media promotion and school curricula, improve the flow of information on other cultures to people in each ASEAN country.	Promote shared values. Focus on the shared values between peoples to promote a sense of unity while using the diversity to engage with peoples curiosity.	Support projects proposal that celebrate common shared values Use ASEAN Culture Week to promote shared values while explaining different customs, etc. Traveling exhibitions are a useful visual tool for interpreting and promoting cultural heritage. Encourage more intra-ASEAN touring exhibitions. Approach cultural heritage in a trans-border way such as: - heritage trails that follow a cultural theme across borders - serial heritage listings across more than one country - promote intra-ASEAN cultural tourism
	Protect the distinctiveness of ASEAN as a whole by	Document and manage significant cultural heritage	Enhance protection of cultural heritage through a	Undertake cultural mapping in a whole of ASEAN context to

ASEAN Strategic Area	COCI Contribution to ASEAN Strategic Area	COCI Long Term Goal	COCI Medium Term Goal	COCI Strategies
	<p>addressing whole of ASEAN threats or threats to ASEAN cultural heritage icons. Managing significant aspects of cultural heritage in a whole of ASEAN approach will necessitate a high degree of cooperation between countries. In this case the objective is the cooperation itself, though of course it may also lead to improved management.</p>	<p>in a whole of ASEAN context. Develop a whole of ASEAN approach that recognizes the complimentary skills and resources in each country and encourages the use of these skills and resources to manage significant cultural heritage across the region.</p>	<p>complimentary framework for heritage protection legislation in each country and through transnational strategic management plans for significant cultural heritage.</p> <p>Ensure cultural heritage in on the agenda of other ASEAN committees</p>	<p>document cultural heritage that is of significance to more than one country. Develop a set of guidelines for ASEAN</p> <p>Encourage development of complimentary legislation in each country that recognizes and affords protection to significant cultural heritage eg an ASEAN Heritage List.</p>
	<p>Protection of significant cultural heritage in disaster situations. The response of individual countries to the needs of other countries in times of disasters can be a powerful unifying force. The loss of significant cultural heritage in a disaster can be felt deeply by communities. ASEAN as a whole can have in place response plans to act quickly in the event of serious threat to significant cultural heritage to prevent loss.</p>	<p>Undertake risk assessments and prepare emergency response plans for rescuing threatened significant cultural heritage across ASEAN.</p> <p>Develop plans in conjunction with other ASEAN committees.</p>	<p>Identify significant cultural heritage and undertake risk assessments for likely threat scenarios. Coordinate at an ASEAN level and undertake at a national level.</p>	<p>Identify significant cultural heritage and undertake risk assessments</p> <p>Develop planning for mobile intervention teams.</p> <p>Undertake an assessment and provide training in heritage aspects of international conventions as part of scenarios planning.</p>

4. Proposed Action Plans

Title

Engagement with other ASEAN Committees and Sub-Committees

Scope

Activities range across the entire ASEAN committee structure and encompass short, medium and long term objectives.

Broad Objectives

- To improve the knowledge and understanding of the other ASEAN committees of the role of culture and cultural heritage and the potential for cultural activities to improve the outcomes of their projects/programs
- To develop culture into cross-sectoral policy area so that all sectors include cultural considerations into their project/program design

Specific Objectives

- Establish co-operation to get cultural heritage onto the agenda of other ASEAN committees.
- Monitor the economic contribution of the cultural industry by incorporating cultural industry measures into the existing micro economic monitoring mechanisms.
- Include ASEAN cultural heritage as a core component of school curricula.
- Promote sustainable cultural tourism within the ASEAN region through the coordinated efforts of tourism and culture/arts agencies and the private sector

Actions

- Engage with relevant ASEAN Committees/sub-committees to develop and implement a pilot project to identify cultural industry economic parameters and develop mechanisms for monitoring these parameters.
- Convene a cross-sectoral, multidisciplinary working group to review existing guidelines for cultural heritage protection and develop ASEAN specific guidelines.
- Identify and implement a number of small scale exemplar projects which demonstrate the value of sound conservation management to sustainable development
- Work with the ASEAN Subcommittee on Education and the South East Asian Ministers of Education Council to promote cooperation in the development of curriculum material and teacher training.

Personnel

- To be determined by each nation

Title

International Networking

Scope

ASEAN and international government agencies and NGOs relevant to cultural heritage conservation.

Broad Objectives

- To build the cultural heritage management skills and knowledge bases within ASEAN through engagements with international organizations.
- To demonstrate the effectiveness of cultural activities in building international relations

Specific Objectives

- Build capacity, both people and facilities, within each country to develop and implement sustainable conservation management plans.
- Engage more closely with the wider international community and in particular with culture/arts organizations and departments.
- Clarify and publicise framework for cooperation with dialogue partners.
- Increase number of co-operative programs with dialogue partners within framework.
- Establish and strengthen specialized networks.

Actions

- Identify and realize local and international opportunities for cooperation in establishing and promoting sustainable, professional level conservation and heritage management training for ASEAN.
- Engage with the ASEAN University Network to develop long-term twinning arrangements.
- Review the effectiveness of communication mechanisms in promoting cooperative projects in the cultural heritage area with dialogue partners.
- Promote cooperation in cultural heritage projects through the dialogue partner mechanism.
- Undertake a small number of exemplar projects with dialogue partners to promote cooperation.
- Encourage and select proposals that involve people exchanges between ASEAN organizations and international organizations. Use bilateral funding mechanisms to facilitate.

Personnel

- To be determined by each nation

Title

Cultural Mapping and Heritage Management

Scope

National committees for culture and information to develop country specific programs within the context of an ASEAN-wide framework developed by ASEAN-COCI.

Broad Objectives

- To identify and document significant cultural heritage.
- To develop an information system that can be used to better manage the significant cultural heritage both in term of protection and economic use.

Specific Objectives

- Document and manage significant cultural heritage in a whole of ASEAN context.
- Protect the distinctiveness of ASEAN as a whole by addressing whole of ASEAN threats or threats to ASEAN cultural heritage icons.
- Develop and implement conservation management plans for economically important cultural heritage.

Actions

- Develop a set of guidelines for ASEAN – cultural mapping handbook
- Undertake cultural mapping in a whole of ASEAN context to document cultural heritage that is of significance to more than one country.
- Encourage the involvement of schools in undertaking local cultural mapping

Personnel

- To be determined by each nation

Title

Protecting the Cultural Heritage of the ASEAN peoples

Scope

ASEAN-COCI and legislatures in each country.

Broad Objectives

- To ensure that the significant cultural heritage of ASEAN, both tangible and intangible, is preserved for the social and economic benefit of future generations
- To develop management systems for the sustainable management of ASEAN's cultural heritage

Specific Objectives

- Develop guidelines suitable to ASEAN to inform the development of national legislation.
- Develop / modify national legislation to protect, preserve and sustain the diverse cultural heritage of each country.
- Protection of significant cultural heritage in disaster situations.
- Identify significant cultural heritage and undertake risk assessments for likely threat scenarios.
- Undertake risk assessments and prepare emergency response plans for rescuing threatened significant cultural heritage across ASEAN.

Actions

- Convene a cross-sectoral, multidisciplinary working group to review existing guidelines and develop ASEAN specific guidelines.
- Work with other ASEAN sub-committees to convene the working group.
- Encourage development of complimentary legislation in each country that recognizes and affords protection to significant cultural heritage eg an ASEAN Heritage List.
- Identify significant cultural heritage and undertake risk assessments
- Develop planning for mobile intervention teams.
- Undertake an assessment and provide training in heritage aspects of international conventions as part of scenarios planning.

Personnel

- To be determined by each nation

Title

Promoting Cultural Heritage within ASEAN communities

Scope

ASEAN-COCI members and COCI country committees, regional media and cultural institutions in each country.

Broad Objectives

- To ensure broad public support for cultural heritage preservation across the whole of ASEAN
- To inform the general populace of the importance of their culture in sustaining a coherent and peaceful society

Specific Objectives

- Create a recognizable ASEAN identity through the promotion of the cultures that make up ASEAN.
- People in each country are better informed about the cultures of peoples in the other ASEAN countries.
- Celebrate the unity in cultural diversity.
- Promote shared values.
- Improve the mechanism for engaging with the media and promoting the importance of ASEAN's cultural heritage and the work of COCI.

Actions

- Develop and implement a mechanism for engaging with the media.
- Support projects proposal that celebrate common shared values
- Use ASEAN Culture Week to promote shared values while explaining different customs, etc.
- Develop traveling exhibitions as a useful visual tool for explaining cultural heritage. Encourage more intra-ASEAN touring exhibitions.
- Approach cultural heritage in a trans-border way such as:
 - heritage trails that follow a cultural theme across borders
 - serial heritage listings across more than one country
 - promote intra-ASEAN cultural tourism

Personnel

- To be determined by each nation

5. Further projects

The previously mentioned projects have been proposed to begin the implementation process. COCI and COCI National Committees are encouraged to use the action plan template to develop their own projects that are consistent with the strategic framework.

ASEAN Declaration On Cultural Heritage Bangkok, Thailand, 24-25 July 2000

WE, the Foreign Ministers of the ASEAN Member Countries representing Brunei Darussalam, the Kingdom of Cambodia, the Republic of Indonesia, the Lao People's Democratic Republic, Malaysia, the Union of Myanmar, the Republic of the Philippines, the Republic of Singapore, the Kingdom of Thailand, and the Socialist Republic of Viet Nam;

MINDFUL of the vast cultural resources and rich heritage of civilizations, ideas and value systems of ASEAN, and cognizant of the need to protect, preserve and promote their vitality and integrity;

COGNIZANT of the aspirations of all ASEAN peoples for a regional order based on equal access to cultural opportunities, equal participation in cultural creativity and decision-making, and deep respect for the diversity of cultures and identities in ASEAN, without distinction as to nationality, race, ethnicity, sex, language or religion;

FULLY AWARE that cultural creativity and diversity guarantee the ultimate viability of ASEAN societies;

AFFIRMING that all cultural heritage, identities and expressions, cultural rights and freedoms derive from the dignity and worth inherent in the human person in creative interaction with other human persons and that the creative communities of human persons in ASEAN are the main agents and consequently should be the principal beneficiary of, and participate actively in the realization of these heritage, expressions and rights;

UNDERSTANDING that cultural traditions are an integral part of ASEAN's intangible heritage and an effective means of bringing together ASEAN peoples to recognize their regional identity;

DETERMINED to achieve substantial progress in the protection and promotion of ASEAN cultural heritage and cultural rights undertakings through an increased and sustained program of regional cooperation and solidarity, which draws sustained inspiration from the deep historical, linguistic, and cultural unity and linkages among Southeast Asian peoples.

CONSIDERING that the erosion or extinction of any tangible or intangible cultural heritage of ASEAN constitutes a harmful impoverishment of human heritage;

FULLY AWARE of the threat of cultural loss, rapid deterioration of living traditions of creative and technical excellence, knowledge systems and practices and the disappearance of worthy heritage structures due to tropical climate, inappropriate development efforts, illicit trade and trafficking, or the homogenizing forces of globalization and other major changes taking place in ASEAN societies;

CONCERNED that the increasing dominance of market forces, mass production and consumerist orientation in contemporary industrial society can undermine human dignity, freedom, creativity, social justice and equality.

OBSERVING that the protection of this heritage often cannot be fully undertaken at the national level because of the magnitude of economic and technical resources it requires and can only be undertaken through the collective action of ASEAN and assistance of the international community, which, although not a substitute, can effectively complement the initiatives of the Member Countries concerned;

AFFIRMING the importance of cultural discourse, awareness and literacy in enhancing intra-cultural and inter-cultural understanding and deeper appreciation of ASEAN cultural heritage, as essential for

peaceful coexistence and harmony in ASEAN, both at the national and regional levels;

REAFFIRMING the commitment to an ASEAN community conscious of and drawing inspiration from its deeply shared history, cultural heritage and regional identity, as enshrined in the ASEAN Vision 2020 adopted by the ASEAN Heads of State/Government in December 1997;

ACKNOWLEDGING the work of the ASEAN Committee on Culture and Information (COCI) in its efforts to promote awareness and appreciation of the cultural heritage of ASEAN and to enhance mutual understanding of the cultures and value systems among the peoples of ASEAN;

DO HEREBY DECLARE the following policies and programmes as a framework for ASEAN cooperation on cultural heritage :

1. NATIONAL AND REGIONAL PROTECTION OF ASEAN CULTURAL HERITAGE

It is primarily the duty of each ASEAN Member Country to identify, delineate, protect, conserve, promote, develop and transmit to future generations the significant cultural heritage within its territory and to avail of regional and international assistance and cooperation, wherever necessary and appropriate. While fully respecting each Member Country's sovereignty and national property rights, ASEAN recognizes that the national cultural heritage of Member Countries constitute the heritage of Southeast Asia for whose protection it is the duty of ASEAN as a whole to cooperate.

To guarantee the protection, preservation, and promotion of each Member Country's cultural heritages, each Country shall formulate and adopt policies, programmes, and services and develop appropriate technical, scientific, legal, administrative and financial measures for this purpose.

DEFINITION OF CULTURE AND CULTURAL HERITAGE

ASEAN Member Countries recognize the following meanings :

"Culture" means the whole complex of distinctive spiritual, intellectual, emotional and material features that characterize a society or social group. It includes the arts and letters as well as human modes of life, value systems, creativity, knowledge systems, traditions and beliefs.

"Cultural heritage" means:

- (a) significant cultural values and concepts;
- (b) structures and artifacts: dwellings, buildings for worship, utility structures, works of visual arts, tools and implements, that are of a historical, aesthetic, or scientific significance;
- (c) sites and human habitats: human creations or combined human creations and nature, archaeological sites and sites of living human communities that are of outstanding value from a historical, aesthetic, anthropological or ecological viewpoint, or, because of its natural features, of considerable importance as habitat for the cultural survival and identity of particular living traditions;
- (d) oral or folk heritage: folkways, folklore, languages and literature, traditional arts and crafts, architecture, and the performing arts, games, indigenous knowledge systems and practices, myths, customs and beliefs, rituals and other living traditions;
- (e) the written heritage;
- (f) popular cultural heritage: popular creativity in mass cultures (i.e. industrial or commercial cultures), popular forms of expression of outstanding aesthetic, anthropological and sociological values,

including the music, dance, graphic arts, fashion, games and sports, industrial design, cinema, television, music video, video arts and cyber art in technologically-oriented urbanized communities.

2. PROTECTION OF NATIONAL TREASURES AND CULTURAL PROPERTIES

ASEAN shall cooperate in the protection of antiquities and works of historic significance, movable and immovable cultural properties that are manifestations of national history, of great structural and architectural importance, of outstanding archaeological, anthropological or scientific value, or associated with exceptional events and are to be considered or declared National Treasures and Protected Buildings or Protected Artifacts. Historic sites, cultural landscapes, areas of scenic beauty and natural monuments shall be identified, recognized and protected.

ASEAN Member Countries shall take necessary measures to safeguard cultural heritage against all human and natural dangers to which it is exposed, including the risks due to armed conflicts, occupation of territories, or other kinds of public disorders.

3. SUSTENTATION OF WORTHY LIVING TRADITIONS

ASEAN Member Countries shall cooperate to sustain and preserve worthy living traditions and folkways and protect their living bearers in recognition of people's right to their own culture since their capacity to sustain that culture is often eroded by the impact of the consumerist values of industrial globalization, mass media, and other causes and influences. ASEAN Member Countries shall cooperate to protect, promote and support worthy, highly creative living traditions within the framework of national and regional, social, cultural and economic development undertakings.

For this purpose, ASEAN Member Countries shall design both formal and non-formal learning programs for living traditions, both in rural and urban settings, stressing on the dignity and wisdom of these traditions and promoting creative diversity and alternative world views and values. Member Countries shall also endeavor to set up centers for indigenous knowledge and wisdom in communities for the documentation and promotion of traditional artistic or technical processes; and to institute a system of awards and recognition for the living bearers of worthy living traditions or human living treasures who are persons embodying the highest degree of particular cultural skills and techniques.

4. PRESERVATION OF PAST AND LIVING SCHOLARLY, ARTISTIC AND INTELLECTUAL CULTURAL HERITAGE

The masterpieces and creations of profound traditions by eminent sages, philosophers, artists and writers of the past and present serve as perpetual beacons of insight and illumination, wellsprings of guidance and direction for the present and future ASEAN peoples. Their protection, documentation, preservation and promotion are of the highest priority.

5. PRESERVATION OF PAST AND LIVING POPULAR CULTURAL HERITAGE AND TRADITIONS

Popular forms of expression in mass cultures constitute an important artistic, intellectual, sociological, anthropological, scientific, and historical resource and basis for social and intercultural understanding. ASEAN shall encourage and support the preservation of outstanding "popular" traditions and heritage.

6. ENHANCEMENT OF CULTURAL EDUCATION, AWARENESS AND LITERACY

ASEAN Member Countries shall undertake continuing cultural exchanges and programs of cultural awareness and sensitivity as a basic component of ASEAN cooperation. The development of ASEAN perspectives and the validation of ASEAN cultural strengths and resources, particularly historical

linkages and shared heritage and sense of regional identity could be effectively achieved through these programs.

7. AFFIRMATION OF ASEAN CULTURAL DIGNITY

ASEAN Member Countries shall endeavor to balance the increasing dominance of materialist culture by a recognition and affirmation of human spirituality, creative imagination and wisdom, social responsibility and ethical dimensions of progress.

ASEAN Member Countries shall explore possibilities to strengthen ASEAN value systems in contemporary society at the local, national and regional levels, positively harnessing them to provide direction and a vision for authentic human development, particularly in the spheres of education, mass media, governance and business.

8. ADVANCEMENT OF CULTURAL HERITAGE POLICY AND LEGISLATION

ASEAN Member Countries shall ensure the effectiveness of cultural policies and laws for the preservation of cultural heritage, and the protection of communal intellectual property.

Cultures with global reach must not deprive local, national and regional cultures of their own development dynamics and reduce them to relics of the past. Member Countries shall ensure that cultural laws and policies empower all peoples and communities to harness their own creativity towards human development.

ASEAN Member Countries shall cooperate closely to ensure that their citizens enjoy the economic, moral and neighboring rights resulting from research, creation, performance, recording and/or dissemination of their cultural heritage.

9. RECOGNITION OF COMMUNAL INTELLECTUAL PROPERTY RIGHTS

ASEAN Member Countries recognize that traditional knowledge systems and practices including designs, technology and oral literature are collectively owned by their local community of origin. ASEAN Member Countries shall ensure that traditional communities have access, protection and rights of ownership to their own heritage. ASEAN shall cooperate for the enactment of international laws on intellectual property to recognize indigenous population and traditional groups as the legitimate owners of their own cultural heritage.

10. PREVENTION OF THE ILLICIT TRANSFER OF OWNERSHIP OF CULTURAL PROPERTY

ASEAN Member Countries shall exert the utmost effort to protect cultural property against theft, illicit trade and trafficking, and illegal transfer. As parties to this Declaration, ASEAN Member Countries shall cooperate to return, seek the return, or help facilitate the return, to their rightful owners of cultural property that has been stolen from a museum, site, or similar repositories, whether the stolen property is presently in the possession of another member or non-member country.

ASEAN Member Countries are urged to take measures to control the acquisition of illicitly traded cultural objects by persons and/or institutions in their respective jurisdictions, and to cooperate with other member and non-member countries having serious problems in protecting their heritage by property educating the public and applying appropriate and effective import and export controls.

11. COMMERCIAL UTILIZATION OF CULTURAL HERITAGE AND RESOURCES

Every person has the right to enjoy the benefits of modern scientific and economic progress and their applications. However, certain advances, notably in the biomedical and life sciences as well as in information technology, may potentially have adverse consequences on the cultural heritage of ASEAN. Therefore, ASEAN Member Countries shall strengthen regional cooperation to ensure that commercial utilization does not impinge upon the integrity, dignity and rights of particular ASEAN societies.

12. INTEGRATION OF CULTURE AND DEVELOPMENT

Cultural creativity and diversity is a source of human progress and is an essential factor in development. Cultural growth and economic sustainability are interdependent. The management of cultural resources can contribute much to social and economic development. Thus, ASEAN Member Countries shall integrate cultural knowledge and wisdom into their development policies.

ASEAN Member Countries shall make cultural policies as one of the key components of their development strategies. Activities designed to raise awareness of political and economic leaders to the importance of cultural factors in the process of sustainable development shall also be initiated. These cultural factors include cultural industry and tourism as well as people's values and mindsets.

13. DEVELOPMENT OF NATIONAL AND REGIONAL NETWORKS ON ASEAN CULTURAL HERITAGE

ASEAN Member Countries shall cooperate in the development and establishment of national and regional inventories, databases and networks of academic institutions, government offices, archives, museums, galleries, art centers, training centers, mass media agencies and other institutions concerned with cultural heritage and their documentation, conservation, preservation, dissemination and promotion.

14. ALLOCATION OF RESOURCES FOR CULTURAL HERITAGE ACTIVITIES

Increased efforts shall be made to assist countries which so request to create the conditions under which individuals can participate in cultural heritage planning and development. ASEAN, the United Nations as well as other multilateral organizations are urged to increase considerably the resources allocated to programs aiming at the establishment and strengthening of national legislation, national institutions and related infrastructures which uphold cultural heritage through training and education.

The full and effective implementation of ASEAN activities to promote and protect cultural heritage shall reflect the high importance accorded to cultural heritage by this Declaration. To this end, ASEAN cultural heritage activities shall be provided with increased resources.

15. DEVELOPMENT AND IMPLEMENTATION OF AN ASEAN PROGRAM ON CULTURAL HERITAGE

The ASEAN Committee on Cultural and Information is enjoined to draw up a work program on cultural heritage, including among others the observance of an ASEAN Decade for Cultural Heritage in 2001-2010.

SIGNED in Bangkok, Thailand, this 25th day of July, Year 2000.

For the Government of Brunei Darussalam:

MOHAMED BOLKIAH
Minister of Foreign Affairs

For the Government of the Kingdom of Cambodia:

HOR NAMHONG
Senior Minister and Minister of Foreign Affairs and International Cooperation

For the Government of the Republic of Indonesia:

ALWI SHIHAB
Minister for Foreign Affairs

For the Government of the Lao People's Democratic Republic:

SOMSAVAT LENGSAVAD
Deputy Prime Ministers and Minister of Foreign Affairs

For the Government of Malaysia:

SYED HAMID ALBAR
Minister of Foreign Affairs

For the Government of the Union of Myanmar:

WIN AUNG

Minister for Foreign Affairs

For the Government of the Philippines:

DOMINGO L. SIAZON, Jr
Secretary of Foreign Affairs

For the Government of the Republic of Singapore:

S. JAYAKUMAR
Minister for Foreign Affairs

For the Government of the Kingdom of Thailand:

SURIN PITSUWAN
Minister of Foreign Affairs

For the Government of the Socialist Republic of Viet Nam:

NGUYEN DY NIEN
Minister for Foreign Affairs