

## **PIMA CODE OF ETHICS FOR PACIFIC MUSEUMS AND CULTURAL CENTERS<sup>1</sup>**

The Pacific Islands Museums Association (PIMA)<sup>2</sup> is a regional not-for-profit heritage organization<sup>3</sup> with the aim to safeguard, preserve and promote the heritage of the peoples of the Pacific Islands<sup>4</sup>. The Pacific Islands have long been known for having the “world’s widest diversity of living traditional cultures”<sup>5</sup>. PIMA’s mission is described as 1) to support Pacific museums and cultural centers to preserve the heritage of the Pacific Islands, 2) to involve local communities in heritage management, and 3) to develop regional cultural resource management policies and practices<sup>6</sup>.

The PIMA Secretariat<sup>7</sup> has recently, in June 2006, relocated from the Fiji Museum<sup>8</sup> to the Vanuatu Cultural Centre<sup>9</sup>. PIMA is an affiliated member of the International Council of Museums (ICOM)<sup>10</sup> since 1998, and its members fully subscribe to the ICOM Code of Ethics<sup>11</sup>. The PIMA Code of Ethics<sup>12</sup> is a region-specialized<sup>13</sup> Code of Ethics designed for the use of museums and cultural centers in Pacific Member States. The Code was in direct response to the ICOM Code<sup>14</sup>.

The PIMA Code of Ethics includes, amongst other things, Guiding Principles which outline the underlying image and responsibilities of Pacific museums and cultural centers. For instance, it is stated that Pacific museums and cultural centers are “custodians of cultural resources held in trust for the original creators and for the benefit of the people

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<sup>1</sup> The views expressed in the resources and practices referred to in this summary do not necessarily constitute the views of WIPO or any of its Member States.

<sup>2</sup> <http://www.culturepacific.org/>

<sup>3</sup> [http://www.vanuatuculture.org/organisation/20060627\\_pima\\_move.shtml](http://www.vanuatuculture.org/organisation/20060627_pima_move.shtml)

<sup>4</sup> [http://www.vanuatuculture.org/organisation/20060627\\_pima\\_move.shtml](http://www.vanuatuculture.org/organisation/20060627_pima_move.shtml)

<sup>5</sup> [http://www.pacificplan.org/tiki-download\\_file.php?fileId=38](http://www.pacificplan.org/tiki-download_file.php?fileId=38)

<sup>6</sup> [http://www.vanuatuculture.org/organisation/20060627\\_pima\\_move.shtml](http://www.vanuatuculture.org/organisation/20060627_pima_move.shtml)

<sup>7</sup> [http://www.icom.org.au/01\\_cms/details.asp?k\\_id=118](http://www.icom.org.au/01_cms/details.asp?k_id=118)

<sup>8</sup> <http://www.fijimuseum.org.fj/>

<sup>9</sup> See WIPO case study on the Vanuatu Cultural Centre at <http://www.wipo.int/tk/en/folklore/culturalheritage/surveys.html>, the Cultural Centre’s homepage is <http://www.vanuatuculture.org/>

<sup>10</sup> <http://icom.museum/>

<sup>11</sup> See WIPO Creative Heritage Database at <http://www.wipo.int/tk/en/folklore/culturalheritage/index.html>

<sup>12</sup> [http://www.wipo.int/tk/en/folklore/culturalheritage/pdf/pima\\_code\\_ethics.pdf](http://www.wipo.int/tk/en/folklore/culturalheritage/pdf/pima_code_ethics.pdf)

<sup>13</sup> [http://www.icom.org.au/01\\_cms/details.asp?k\\_id=117#794](http://www.icom.org.au/01_cms/details.asp?k_id=117#794)

<sup>14</sup> [http://www.icom.org.au/01\\_cms/details.asp?k\\_id=117#794](http://www.icom.org.au/01_cms/details.asp?k_id=117#794)

and communities elsewhere” and has the responsibility to “build and maintain relations with local communities and assist them to maintain and safeguard their intangible and tangible cultural heritage”<sup>15</sup>.

In other words, these Guiding Principles facilitate the work of Pacific museums and cultural centers to relate with communities, provide access, monitor research and assess significance of materials in relation to process, creators/owners and monetary value. The Code itself is to guide these Pacific museums and cultural centers towards their best-functioning in terms of their relations with communities by providing access, monitoring research and assessing the significance of cultural resources<sup>16</sup>.

For more information, see WIPO, “Intellectual Property and Safeguarding Intangible Cultural Heritage: A Survey of Current Practices and Protocols in the South Pacific”<sup>17</sup>, written for WIPO by Malia Talakai, 2007.

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<sup>15</sup> [http://www.wipo.int/tk/en/folklore/culturalheritage/pdf/pima\\_code\\_ethics.pdf](http://www.wipo.int/tk/en/folklore/culturalheritage/pdf/pima_code_ethics.pdf), p.1

<sup>16</sup> [http://www.wipo.int/tk/en/folklore/culturalheritage/pdf/pima\\_code\\_ethics.pdf](http://www.wipo.int/tk/en/folklore/culturalheritage/pdf/pima_code_ethics.pdf), p.2

<sup>17</sup> [http://www.wipo.int/tk/en/folklore/culturalheritage/casestudies/talakai\\_report.pdf](http://www.wipo.int/tk/en/folklore/culturalheritage/casestudies/talakai_report.pdf)