

[Museums Australia]

Australian Capital Territory

Strategic Plan 2014-2017

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1. Purpose

The Australian Capital Territory Branch of Museums Australia (the Branch) is a part of the national Museums Australia organisation. As a territory branch it represents the interests of its ACT member museums and museum professionals and manages a program of social and professional development events.

Museums Australia is the national organisation for the museums sector, committed to the conservation, continuation and communication of Australia's heritage.

As a non-government, non-profit body, Museums Australia promotes museum sector development, articulates ethical standards, facilitates training, advances knowledge, addresses issues, and raises public awareness through its national and international networks.

2. Vision

Museums Australia's vision is for natural and cultural heritage to be valued, sustained and communicated as it represents the shared histories, heritage and identities of all Australians.

Museums Australia ACT supports this vision.

3. Values

Museums Australia ACT Branch adheres to the values articulated by the Museums Australia national body:

- a) MA champions its membership and the museums sector as resources for social development, based on equality of opportunity and support for intellectual, cultural and social diversity.
- b) MA promotes an understanding of heritage as including natural and cultural, tangible and intangible dimensions. Heritage is conserved through particular objects and people, sites and places, events and narratives, music and performance, song, dance, scientific research, history and other human activities that convey knowledge and bear cultural meaning.
- c) MA affirms that governments and communities share responsibility to support and resource the conservation and communication of the nation's heritage.
- d) MA believes that the distinctive work museums and galleries pursue in conjunction with communities in preservation, research, interpretation, education and public programming is critical to the conservation of the nation's memory.
- e) MA recognises Australia's Indigenous peoples as the nation's First Peoples and is committed to ensuring that Indigenous people have control and management of their cultural heritage and are active participants in any interpretation to the wider community.
- f) MA supports ICOM's Australian National Committee – as MA's 'international committee' – which offers important resources for extending the national museum sector's contacts and access to international networks for professional development, partnerships and exchange.

4. Strategic environment

Museums Australia ACT operates within a local environment characterised by relatively high levels of funding and resources for the national cultural institutions compared with scarcer resources for Territory and community organisations. However, the Federal Government has signalled significant cuts to agencies in the period of this plan.

The ACT compared to the rest of Australia is characterised by higher levels of education, income and interest in cultural pursuits.

The ACT is blessed with a diverse body of skilled museum professionals as a result of the existence of the national institutions alongside local and community bodies.

At the national level Museums Australia is concerned with effective advocacy, successful positioning, organisational renewal and strengthened capacity. Based in Canberra there are advantages in having a degree of physical access to Federal politicians and Government bureaucracy.

5. Strategic priorities 2014-2017

Strategic priority 1. Enhance membership services

- a) Provide branch members with an expanded range of professional developmental opportunities
- b) Develop branch links with regional and cultural networks

Strategic priority 2. Increase experimentation and innovation in program development, delivery, communication and outreach

Strategic priority 3. Support Museums Australia National Office and Council in advocacy and communication

6. Business priorities 2014

Strategic priority 2014-2017	Business priority 2014
1. Enhance membership services a) Provide branch members with an expanded range of professional developmental opportunities b) Develop branch links with regional and cultural networks	1.1 Develop and deliver professional events monthly 1.2 Develop sustainable membership strategies focussing on retention of existing members and attracting new individual members from larger institutions 1.3 Provide bursaries to attend the 2014 National Conference in Launceston and the Regional symposium in Albury
2. Increase experimentation and innovation in program development, delivery, communication and outreach	2.1 Trial a mentoring program 2.2 Develop a social media strategy 2.3 Partner other organisations in national and regional programs 2.4 Expand professional development programs
3. Support Museums Australia National Office and Council in advocacy and communication	3.1 Contribute to the new national training incentive program 3.2 Contribute to National Council 3.3 Explore ideas for national programs and conference support