



Museums Australia Corporate Strategic Plan 2014 –2016*

*MA National Council adopted this Strategic Plan at its meeting, 26 Nov. 2014

Museums Australia Corporate Strategic Plan 2014—2016	
Our Vision	A strong organisation supporting and sustaining a vibrant museums, galleries and cultural heritage sector, so that Australia’s cultural heritage is valued, enjoyed and protected.
Our Purpose	In supporting MA members and services, to strengthen the museums, galleries and cultural heritage sector broadly through open communication, improvement of industry standards and ethics, influence with government, educators, industry and the community, and collaboration with industry partners.
Our Values	<ul style="list-style-type: none"> • Ethical conduct • Respect for Australia’s and the world’s first peoples • Recognition of the intrinsic and instrumental value of cultural heritage • Collaboration and inclusiveness • Learning • Equity of access to member services • Promotion of cultural diversity and inter-generational equity.
Our Strategic and Operating Environment	<ul style="list-style-type: none"> • Commonwealth, State and Local government policy for our sector varies greatly across Australia: from strong support to sometimes minimal provision. • The digital revolution has changed and will continue to transform our sector rapidly. • Government funding for our sector is declining, while non-government resources are potentially increasing. • Increasing cultural and age diversity across Australia, with our sector generally relying on an often older workforce and an increasingly higher proportion of volunteers. • Increasing expectations from Australia’s Indigenous peoples for protection of, respect for, and engagement in presentation of their cultural heritage. • Greater community and government focus on ethical cultural heritage acquisition and collection building. • Increasing community focus on environmental sustainability and the impacts of climate change. • Our organisational structure is complex, reflecting differing state, territory and regional needs and expectations.
Objective 1	Members and industry practitioners receive high quality services wherever they are in Australia, delivered by MA or another organisation working in conjunction/consultation with MA.
Actions	<p>1.1 The MA Council Communications and Publications Committee will review and improve Museums Australia’s website and digital communications to better support and inform members; review and provide proposals – to be completed by end-2014.</p> <p>1.2 State branches will meet with local museum and gallery service providers (e.g. MGNSW, M&GSQ) at least twice per year to foster open communications and to ensure good services to MA members. The MA Council Management Committee will review MA’s overall national structure, to improve both efficiency and effectiveness for members, and propose any changes to MA National Council by end-2014.</p> <p>1.3 The MA Council Conferences Committee will review the Conference Handbook within 3 months of the end of each National Conference to ensure ongoing effectiveness of MA annual Conferences.</p> <p>1.4 The MA Council Professional Development Committee to review the current National Standards for appropriateness for all levels of the sector, including volunteer-run organisations,</p>

	<p>by March 2015.</p> <p>1.5 The MA Council Professional Development Committee will develop proposals for a range of museum and gallery industry training packages, by June 2015, building on those now in use at State/Territory levels, that could be delivered anywhere in Australia, by MA or third parties, in person or web-based, to ensure equity of opportunity for training to MA members wherever they are.</p> <p>1.6 MA National Council, with the advice of the Management Committee, to decide on a national approach to accreditation of individuals and/or organisations by end 2014, noting existing schemes in operation in two States/Territories, and noting differing attitudes to accreditation in various jurisdictions.</p> <p>1.7 The MA Council Management Committee to advise National Council on how to increase the appeal of MA to the museums and galleries sector, by end 2014, including considering amending the name and/or branding of MA to be more inclusive of art museums and galleries.</p> <p>1.8 MANO to compile and regularly publish a list of benchmark museum and galley sector salaries as a member service, by October 2014.</p>
Objective 2	MA builds and sustains a strong membership base.
Actions	<p>2.1 MA Membership Committee will focus on building membership in target areas: small museums, individuals in large member institutions, young professionals and students; with specific actions proposed by end-2014.</p> <p>2.2 MA Membership Committee to develop specific actions to improve member retention, by March 2015.</p>
Objective 3	Government at all levels seeks out and respects the views of MA on policies and programs relating to the museums, galleries and cultural heritage sector
Action	3.1 MA National President and National Director will meet regularly with Commonwealth officials in the cultural sector.
Objective 4	The achievements of the museum and gallery sector are recognised and celebrated.
Actions	<p>4.1 The MA Council Awards Committee will review the MAPDA and MAGNA award schemes within three months of each National Conference to ensure ongoing relevance and effectiveness.</p> <p>4.2 The MA National Office (MANO) will prepare an annual “sector achievements and highlights” summary for use in promoting the sector to government and other key stakeholders.</p>
Objective 5	MA has a resilient financial base with risks managed.
Actions	<p>5.1 MA Council Finance and Audit Committee to provide consistent and timely financial reports for each Council Meeting, including on assets held by and financial controls on all components of MA – all improved reporting processes already identified by FAC to be in place by end-2014.</p> <p>5.2 MA Council Finance and Audit Committee to recommend to National Council by November 2014 the best way to ensure all key operational parts of MA have forward year budgets prepared by the start of each MA financial year.</p> <p>5.3 MA Council to develop proposals for broadening and increasing MA’s financial base, by mid-2015.</p>

Objective 6	The rights and aspirations of Australia's and the world's first peoples are acknowledged and respected.
Actions	6.1 MA Council to investigate and decide whether/how best to develop a Reconciliation Action Plan (RAP), in accord with the resolution of the MA AGM in Launceston in May 2014 – with a progress report made to Council by Nov. 2014 Meeting.
Objective 7	The rights of those who created material held in Australia's collections of material culture are respected.
Actions	<p>7.1 MA will review, and as necessary revise, the Ethics Policy of MA – by AGM 2015.</p> <p>7.2 MA Council will continue to work with the Commonwealth Government on guidelines and controls to ensure illegally obtained material is not acquired by Australian collecting institutions.</p> <p>7.3 MANO will produce specific advice to holders of collections of war memorabilia on how to assess significance, and in particular, to identify material that should be repatriated – advice produced by end-2014.</p> <p>7.4 MA's review of <i>Museum Methods</i> will include the issues stated in 2 and 3 above.</p>
Objective 8	The potential of the digital revolution is harnessed to the benefit of all MA members and the sector
Action	8.1 All MA Council Committees will consider actions to promote the appropriate use of digital resources across the sector, with respect to each Committee's charter, and report to National Council by end-2014.
Objective 9	Collaboration with other industry bodies advances the interests of and strengthens MA and the sector
Action	9.1 MA will participate actively in the Alliance of Australian Museums and Galleries.