

AMaGA Corporate Strategic Plan 2019-2021

Adopted by National Council 26 November 2018

Focus Areas

1: Individual & Organisational Members

2: Leadership, Representation & Advocacy

3: Sustainable & Resilient Organisation

4: Partners, Stakeholders & Supporters

Vision

Inspiring Australia's cultural life through a thriving and valued museum and gallery sector.

Mission

Support, promote and advocate for our members to strengthen Australia's museum and gallery sector.

What We Do

As a national membership association we provide advice, representation, support and services to enable organisations and individuals to thrive; and as a peak body we advocate on behalf of the sector to communicate the value of museums and galleries, raise professional standards, inform policy, and promote ethical practice.

Focus Area 1: Individual & Organisational Members

Objectives	Goals	Strategies	Key Actions
SKILLED MEMBERS	1. Develop and share skills through delivery of services, guidance and products	a) Deliver better range & distribution of services <ul style="list-style-type: none"> • PD - national approach • PD - branches & networks • Improve online options 	Develop & Implement National Professional Development (PD) Plan, with guidance from PD Committee Staggered updates of Museum Methods; state/network programs
		<ul style="list-style-type: none"> • National Conference & Regional Remote & Community Museums/Galleries Day (RR&C) 	RR&C day programming Conference programming Conference oversight – budget
		b) Guides, Policies	Collections Law, Ethics, Policies
CONNECTED MEMBERS	2. Provide opportunities for members to engage and interact	a) Communicate service offers b) Members' Forums	Develop specific targeted communications plan. Continue to fine tune website Regular short online surveys Branch/network activities
		c) Review functions and operation of national networks	Segment membership to specifically target some memberships Strengthen and support networks
A FUTURE PROOFED ORGANISATION	3. Increase and sustain member numbers	a) Membership strategy (outputs from research & survey)	Update communications materials Finalise & implement Strategy Potential implementation of e-Cards, working with state branches. Segment membership for targeted offers. Implement Strategic Review Recommendations

Focus Area 2: Leadership, Representation & Advocacy

Objectives	Goals	Strategies	Key Actions
A BROADER, STRONGER SECTOR	4. Government/s seek and respect our views	<p>a) strengthen reputation at all levels of government</p> <ul style="list-style-type: none"> • segment focus • make submissions • provide information to governments and industry partners 	<p>Strategic Review</p> <p>Branding & Change Management</p> <p>Implement recommendations</p> <p>Advocacy plans</p>
	5. Be a focused, forward-thinking, unified voice	<p>a) identify problem spaces and be part of the conversation and active research that seeks solutions</p> <p>b) external communications strategy</p>	<p>Implement Indigenous Roadmap</p> <p>Develop and advocate for policies</p> <p>Build a toolbox of policies and case studies and a database of information</p> <p>Establish & work with Galleries Advisory Group</p>
A STRONGER SECTOR THROUGH BETTER FUNDING AND MORE FUNDING STREAMS FOR THE SECTOR	6. Achievements/ public value of sector recognised and celebrated	<p>a) celebrate, recognise and promote innovation and excellence across the sector</p> <p>b) Public Value campaign (research, communications, toolkits)</p> <p>c) implementing, communicating and evaluating major project outcomes</p> <p>d) Awards (national & state)</p>	<p>Grant application/partnerships</p> <p>Develop and Implement plan/s</p> <p>Segment targets</p> <p>Update national, state & network communications plans</p> <p>Communication & evaluation plans:</p> <p>GLAM Digital Access project</p> <p>Indigenous Roadmap project</p> <p>Continue plus:</p> <p>New and additional promotion ideas</p>

Focus Area 3: Sustainable & Resilient Organisation

Objectives	Goals	Strategies	Key Actions
A STRONG AND WELL-RESOURCED ORGANISATION	7. Resilient financial base with risks managed	<ul style="list-style-type: none"> a) membership strategy b) philanthropy plan c) secretariats, partnerships d) strong conference management e) income diversification f) compliance review & stronger budgeting process 	<ul style="list-style-type: none"> Implement and monitor strategy Develop & implement plan ICOM, GLAM Peak; Seek opportunities for Indigenous Roadmap project MLP + feeder programs; PD plan (including income stream) Decide level of reserves required for AMaGA to be financially resilient Income diversification plans (branches and committees)
	8. Resilient organisation (people, resources & enablers)	<ul style="list-style-type: none"> a) membership strategy – specific segments 	<ul style="list-style-type: none"> Develop and Implement plan/s
		<ul style="list-style-type: none"> a) database improvement strategy b) internal communications improvement plan c) secure longer term national/ state office accommodation d) succession planning (Council, staff, branches, networks) e) finalise council restructure f) communications plan 	<ul style="list-style-type: none"> Content creation & management Zoom expansion Regular communications by all divisions (e-bulletins, national magazine etc)

Focus Area 3: Sustainable & Resilient Organisation Cont.

Objectives	Goals	Strategies	Key Actions
A STRONG AND WELL - RESOURCED ORGANISATION	9. Timely and responsive secretariat support of national council, standing committees, state committees	a) improve internal communications especially digital platforms and services	Complete internal review, including survey and implement recommendations Review procedures regularly and seek feedback
	10. Effective management of membership and database	a) program of targeted database improvements <ul style="list-style-type: none"> • communications/updates of improvements, and problem identification and resolutions 	Database improvements required plus training updates Regular bulletins Regular and high quality national magazine

Focus Area 4: Partners, Stakeholders & Supporters

Objectives	Goals	Strategies	Key Actions
AN ORGANISATION THAT ACHIEVES GREATER IMPACT FOR MEMBERS AND THE SECTOR	11. Partnering with Australia's Indigenous peoples	a) implement 10-year Indigenous Roadmap, including: PD offer, public statements, conference b) update and promote CCOR Principles and Guidelines	Internal policy/ Uluru Statement More visible in all communications Seek funding for implementation Carry out consultation on proposed updates to CCOR Principles and finalise for endorsement
	12. Increasing digital literacy and access to collections	a) GLAM Peak projects <ul style="list-style-type: none"> • workshops • online material • State access plans b) updated internal AMaGA communications c) conferences & PD	Guide and complete follow on digital access projects; follow-up grant application/negotiation
A WELL-CONNECTED AND SUPPORTED ORGANISATION	13. Partnering with allied organisations	<ul style="list-style-type: none"> • GLAM Peak • CAMD • CAAMD • ICOM Australia • Universities • State service delivery organisations 	National plans including joint advocacy and research State plans
	14. Partnering with the philanthropic sector	<ul style="list-style-type: none"> • GDF (incl MLP) • AAH/A New Approach 	Develop a relational map of partners and supporters Support proposals by networks