

# [ Museums Australia ]

Australian Capital Territory

## Strategic Plan 2009-2012

Version 1.0 26 Aug 2009

---

### Contents

1.	Purpose.....	2
2.	Vision .....	2
3.	Values .....	2
4.	Strategic environment .....	3
5.	Strategic priorities 2009-2012 .....	3
6.	Business priorities 2009 .....	3

## **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.

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 2009-2012

### SP 1. Undertake advocacy and communication

- a) Undertake local advocacy and communication on museological issues.
- b) Work strategically with Museums Australia National Office to develop and lever relationships with the ACT based national cultural institutions.

### SP 2. Develop business practices, infrastructure and resources

Strategically manage Museums Australia ACT in ways that will develop and improve its business practices, infrastructure and resources.

### SP 3. Enhance members' programs

- a) Provide branch members with a range of professional developmental and recreation opportunities that promote collegial interaction, support of each other's work and enhance knowledge and skills not made available through other means.
- b) Engage new members and retain existing members

## 6. Business priorities 2009

Strategic priority 2009-2012	Business priority 2009
<b>SP 1. Undertake advocacy and communication</b>	BP 1.2 Enhance the relationship with Museums Australia national office and support their national issues advocacy.
	BP 1.3 Support the IMAGinE awards in association with Museums and Galleries of NSW.
	BP 1.4 Represent ACT perspectives to Museums Australia National Council.
<b>SP 2. Develop business practices, infrastructure and resources</b>	BP 2.1 Employ part-time assistance for the development of Branch events, programs and member focussed activities
	BP 2.2 Develop a membership development plan
	BP 2.3 Develop a strategic and business plan
<b>SP 3. Enhance members' programs</b>	BP 3.1 Maintain and deliver a calendar of members' events
	BP 3.2 Continue the development of the Museums Australia ACT website as a resource for members.
	BP 3.3 Continue regular contact with Museums Australia ACT members using electronic bulletins.
	BP 3.4 Negotiate and promote the provision of members benefits including free entry for members to a wide range of ACT museums.
	BP 3.5 Develop Centenary of Canberra 2013 program