





vision

The National Museum of Australia inspires, challenges and empowers people to find their voice and place in the world.

mission

We strive to build a just and equitable society that honours and respects the First Nations peoples of this continent and all who have come after.

We collect, document, research and make accessible heritage collections that represent the diversity of experience in Australia.

We engage with audiences physically and digitally to promote learning, dialogue and debate about our past, present and future.

We promote collaborative work across the breadth of artistic and creative practice to enhance the cultural life of our nation.

We value and respect the commitment and contribution of all who participate in and contribute to the Museum's community.

values

The National Museum of Australia will serve the Australian public through:

Truth-telling and honesty

Mutual support and openness

Inclusion, fairness and equity

Innovation and efficiency

Excellence and leadership

The quality of our welcome

commitment to the national cultural policy

The National Museum of Australia is committed to implementing the National Cultural Policy, *Revive: A place for every story, a story for every place*, and we have aligned our strategic priorities to these pillars.

national cultural policy (NCP) pillars

PILLAR

1

first nations first

Recognising and respecting the crucial place of First Nations stories at the centre of Australia's arts and culture.

PILLAR

2

a place for every story

Reflecting the breadth of our stories and the contribution of all Australians as the creators of culture.

PILLAR

3

centrality of the artist

Supporting the artist as worker and celebrating artists as creators.

PILLAR

4

strong cultural infrastructure

Providing support across the spectrum of institutions which sustain our arts, culture and heritage.

PILLAR

5

engaging the audience

Making sure our stories connect with people at home and abroad.

National Museum of Australia's strategic priorities

Guided by its purpose and vision, and consistent with its values, the National Museum will focus on the following strategic priorities over the next four years.

first nations first

We will focus on truth-telling and diversity in Australian life as we collect, document, research and share the history of First Nations peoples, giving voice to them and their stories.

connecting our audiences

We commit to helping build a national sense of meaning and identity by representing and advancing the diverse histories of all Australians.

telling our stories

We will honour and embrace the diverse stories of Australian life and experience by building and strengthening our research, collection, documentation, conservation, education and public program capabilities and activities.

engaging together

We will contribute to the cultural life of the nation by building relationships and collaborating with artists, corporate institutions and community organisations across a range of heritage, cultural, artistic and creative practices.

securing our future

We will support our people and secure the Museum's future through improved organisational leadership, resilience and sustainability, and the delivery of programs and practices that build our operational capacity in order to meet the fundamental challenges of our time.

NMA PRIORITY 1

first nations first

We will focus on truth-telling and diversity in Australian life as we collect, document, research and share the history of First Nations peoples, giving voice to them and their stories.

what we will do:

- Research, develop and deliver a new Gallery of First Nations peoples, working collaboratively with Aboriginal and Torres Strait Islander communities across the country to tell their stories in their own words.
- Research, develop and deliver a new permanent gallery that focuses on truth-telling about the colonial foundations of the nation, including the Australian Wars and the dispossession and displacement of First Nations peoples.
- Develop new operational guidelines for undertaking research in collaboration with communities while ensuring their access to the results of the research.
- Develop new collaborative agreements for the shared management of First Nations collections with source communities that recognise their continuing connection to and responsibilities for these collections.
- Deliver onsite and online programs that engage with efforts to reconcile our nation's history, including implementation of the Uluru Statement from the Heart, Closing the Gap and truth-telling.
- Deliver our 'Stretch' Reconciliation Action Plan and meet all commitments to employment, training, capability development and representation of First Nations histories, cultures and experiences.
- Develop cultural competency and cultural safety within the Museum across all areas of operation.
- Develop new collecting projects to document the contemporary experiences of First Nations peoples throughout Australia.
- Work collaboratively with First Nations communities to decolonise and re-voice the Museum's language and its practices.

NMA PRIORITY 2

connecting our audiences

We commit to helping build a national sense of meaning and identity by representing and advancing the diverse histories of all Australians.

what we will do:

- Establish new contemporary collecting projects, including digital collections, to document this era of dramatic change for future generations.
- Research, develop and deliver two major temporary exhibitions on key Australian themes and ideas.
- Research, develop and deliver up to six temporary exhibitions for the Museum's Focus, Studio and Mezzanine galleries, highlighting Australia's diverse communities and Australians' relationship to the environment.
- Deliver a major festival each year, working with multicultural communities and making related content available online.
- Develop programs to build new audiences among youth and younger adults, including events and special interest programs, both onsite and online.
- Establish an ongoing program of public engagement related to the Great Southern Land gallery, stimulating dialogue on climate change and environmental issues.
- Champion the government's net-zero initiatives as part of a public advocacy campaign through exhibitions, digital programs and publications.
- Source and deliver at least two major temporary exhibitions showcasing the best of the world's collections to Australians.

NMA PRIORITY 3

telling our stories

We will honour and embrace the diverse stories of Australian life and experience by building and strengthening our research, collection, documentation, conservation, education and public program capabilities and activities.

what we will do:

- Create a new Collections Centre at the National Museum to showcase the breadth and diversity of the National Historical Collection (NHC).
- Develop a podcast series based around key objects in the NHC.
- Create discoverable online records for the Museum's collections, including born-digital collections, making their stories accessible to audiences everywhere.
- Develop new digital storytelling programs for iconic and high-value objects and collections in the NHC.
- Develop our research stream – with specific emphasis on the Research Associates program – to widen the intellectual and creative resources of the Museum, including providing fellowships for First Nations researchers.
- Continue the named curatorial fellowships, extending the intellectual and cultural interest of the Museum.
- Expand our scholarly publishing program, with an emphasis on content that connects moveable cultural heritage with place heritage values.
- Establish a new collections policy and framework, develop new priority collection projects and undertake a deaccessioning program to build and reframe the collection for the 21st century.
- Develop a new policy and framework for collecting, documenting and preserving born-digital collections to ensure they can be retained and accessed for decades to come.
- Develop a national program of school engagement, both onsite and online, connected to Australia's Defining Moments Digital Classroom.
- Increase the Museum's visibility through the delivery of local programs and events in support of our touring exhibitions.

NMA PRIORITY 4

engaging together

We will contribute to the cultural life of the nation by building relationships and collaborating with artists, corporate institutions and community organisations across a range of heritage, cultural, artistic and creative practices.

what we will do:

- Establish a new program of ongoing partnerships and collaborations with the wider arts and cultural sector, including music, literature, performance and design.
- Develop our network of collaborative programs with museums, galleries and communities across Australia.
- Establish at least three new memoranda of understanding with major international museums.
- Develop an audience engagement strategy that identifies new ways to attract and retain diverse audiences and increase our audience base.
- Integrate our onsite and online experiences, including major investment in new programs and Australia's Defining Moments Digital Classroom.
- Deliver a suite of virtual and augmented reality experiences that enable visitors to virtually explore Australia.
- Develop and deliver a domestic touring exhibition program, with at least four shows on the road at any given time.
- Establish an electorate-based outreach program working in concert with federal parliamentarians to deliver value across the country.
- Tour at least two major and two medium-sized exhibitions to international audiences, with a particular focus on venues in the Asia-Pacific region.
- Develop a suite of online resources for local government agencies and Australian missions overseas that enable locally produced displays of our content.
- Establish collaborative teaching and learning programs with Australian universities, including internships, mentorships and other professional pathways.

NMA PRIORITY 5

securing our future

We will support our people and secure the Museum's future through improved organisational leadership, resilience and sustainability, and the delivery of programs and practices that build our operational capacity in order to meet the fundamental challenges of our time.

what we will do:

- Develop and implement a digital transformation strategy across all business areas of the Museum to plan for the next decade, including improvements in technology, people, capability and culture.
- Shift our digital capability from a legacy operating environment to an integrated platform that can harness digital collections, integrate and share data, and create, manage and distribute content.
- Safeguard the National Historical Collection by retiring one storage facility, establishing a new leased site and making improvements to existing facilities, ensuring staff safety and collection preservation needs are met.
- Develop a new proposal and advocate for a comprehensive solution that addresses the long-term storage needs of the Museum's collections.
- Develop a coherent and comprehensive commercial strategy that seeks to maximise visitor spend.
- Develop donor and philanthropic networks and communities of interest to raise \$10 million over the 2023–27 period.
- Implement a new Client Relationship Management (CRM) system, inclusive of ticketing and associated commercial and marketing functions.
- Maximise the value of our onsite and online visitor numbers in an expanded membership program, and grow the volunteer and associates programs.
- Nurture the next generation of Museum leaders to ensure the quality of our leadership in future years, with particular emphasis on First Nations leadership.
- Develop a workforce capability plan to ensure that we attract and retain skilled staff to deliver our strategic priorities.
- Develop and implement a new Diversity and Inclusion Strategy that ensures fairness and equity for all our staff and visitors.
- Develop a comprehensive training and professional development program for staff, volunteers and associates across the Museum, including training in financial management and income generation.
- Deliver the activities and actions identified as part of our Environmental Sustainability Action Plan and reduce our carbon footprint and environmental impact to meet the Australian Government's net zero emissions target by 2030.



Where
our
stories
come
alive

The National Museum of Australia acknowledges the Ngunnawal, Ngunawal and Ngambri peoples, the traditional custodians of the land on which the Museum stands.

contact us

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