national museum of australia STRATEGIC PLAN 2024-29



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.

Kungkarangkalpa – Seven Sisters, 2015, by Tjungkara Ken, Yaritji Young, Maringka Tunkin, Freda Brady and Sandra Ken, Tjala Arts, displayed as part of the Songlines: Tracking the Seven Sisters exhibition at Museokeskus Vapriikki, Tampere, Finland, 2024 © THE ARTISTS/COPYRIGHT AGENCY 2020 PHOTO: SAARNI SÄILYNOJA



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, historical 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:

- Honesty and integrity
- Mutual support and openness
- Inclusion, fairness and equity
- Innovation and efficiency
- Excellence and leadership
- The quality of our welcome.





commitment

The National Museum of Australia is committed to implementing the five pillars of 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.

First Nations first

Recognising and respecting the crucial place of First

Nations stories at the centre of Australia's arts and culture.

A place for every story

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

Centrality of the artist

Supporting the artist as worker and celebrating artists as creators.

• Strong cultural infrastructure

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

• Engaging the audience

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



Artists from Tjanpi Desert Weavers let their tjanpi sisters fly, Papulankutja, Western Australia: (left to right) Miriam Iwana Lane, Claudia Yayimpi Lewis, Mildred Lyons, Jennifer Mintiyi Connolly, Elaine Warnatjura Lane, Angilyiya Tjapati Mitchell, Paula Sarkaway Lyons, Jennifer Nginyaka Mitchell, Mrs Davidson, Nora Nyutjanka Davidson, Janet Nyumitji Forbes, Freda Yimunya Lane, with tjanpi figures forming *Kungkarrangkalnga-ya Parrpakanu* (Seven Sisters Are Flying), 2015

PHOTO: VICKI BOSISTO. © TJANPI DESERT WEAVERS, NPY WOMEN'S COUNCIL/COPYRIGHT AGENCY





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 five years.

first nations

We will engage broadly and deeply with First Nations people to elevate and amplify their perspectives, ideas and voices.

strategic plan goals

Implement a plan that grows our investment in First Nations initiatives over the next five years and establishes a strong cultural network within the Museum and across the country.

Work with First Nations people to establish a shared responsibility for the cultural material we care for and open our collections to a process of engagement and reassessment, showing what we hold and how we work to share in its rich potential.

Build core capabilities to work with First Nations histories, cultures and materials and bring cultural practices and understanding to bear on decision making.

Collaborate with First Nations people to embed language, Country and cultural vitality in our practices, collections, systems and programs.

Develop a case for a new permanent gallery that represents the rich and diverse histories and experiences of First Nations peoples.

core goal

A new permanent gallery that represents the rich and diverse histories and experiences of First Nations peoples.





strategic priority

connection

We will foster social connection and make the Museum a place about our future as much as it is about our past.

strategic plan goals

Grow our program of early learning and school engagement to ensure inclusive, equitable and free access to education and learning opportunities for all who visit us.

Establish partnerships that expand our points of engagement and international influence and support the Australian Government's commitment to creating shared understanding between nations.

Embrace the diverse stories of Australian life and experience by building and strengthening our programs and activities and collaborating with people, communities and the wider creative industry.

Ensure our rich collection is cohesive, relevant and accessible to audiences and is recognised as one of Australia's great historical resources.

Invest in research partnerships that employ the unique qualities of the Museum and its collections to foster learning and create spaces for dialogue and exchange.

Develop a case for a new purpose-built wing to foster curiosity, knowledge, learning and confidence in our youngest visitors.

core goal

Establish NMA Young, a new purpose-built wing to foster curiosity, knowledge, learning and confidence in our youngest visitors.



strategic priority

growth We will grow the Museum's business and audience.

strategic plan goals

Maintain sustained growth and profitability in current commercial operations, including retail, venue hire, tourism and programs, with renewed focus and investment in growing e-Commerce and exploring new commercial opportunities.

Develop a strong, cohesive brand that aligns with our vision, mission and strategic ambitions, encompassing visual identity, communication style and content approach across all our public-facing activities.

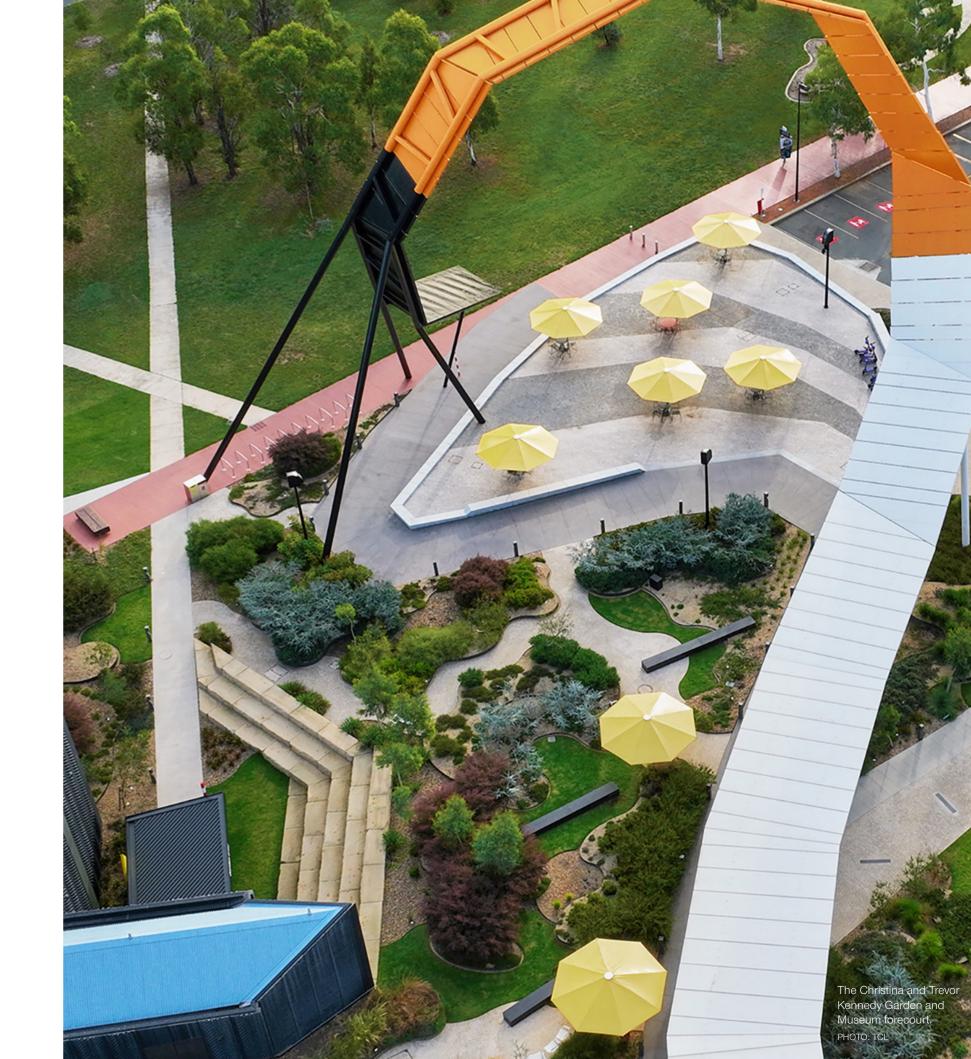
Implement a long-term development program that fosters a network of supporters, donors, and philanthropists who share in the vision and values of the Museum and contribute to our fundraising over the next five years and beyond.

Transform our digital and technology environment to improve and expand access, reach and engagement, amplifying our brand, building our audience and increasing our relevance and social impact.

Develop an ambitious plan for the Acton Peninsula that places the Museum at the centre of a vibrant cultural and creative precinct that drives economic and social outcomes.

core goal

With a growing audience and solid financial base backed by philanthropic support, we can explore new territory, have bold ideas and push our leadership and impact well beyond our core capability.





strategic priority

foundation

We will build operational capability to underpin our strategic ambitions.

strategic plan goals

Deliver on the aspirations of the Australian Government as articulated in the National Cultural Policy and the financial investment made in the Museum to demonstrate the greatest value to the Australian public.

Care for the Museum building and site and develop appropriate policies and plans to manage it, ensuring that its values are celebrated and retained for future use and appreciation.

Develop and implement a strong foundation of core strategies and plans to guide the future development of the Museum.

Safeguard the National Historical Collection by improving existing facilities and establishing a new leased storage facility.

Continue to implement our Environment and Sustainability Action Plan, reducing our carbon footprint and environmental impact and meeting the Australian Government's target of net zero emissions by 2030.

Increase diversity at all levels of the Museum to create a workplace culture that fosters inclusiveness, promotes diversity, requires respect and embraces the unique skills and qualities of our staff.

Invest in our workforce, including recruitment, training, mentorship and career growth opportunities, to enhance staff satisfaction and retention and create a dynamic and inspirational place to work.

core goal

Pragmatic investment in building a strong foundation enables us to focus our energies on our core purpose — being a National Museum that instils a sense of pride in all Australians.



