

LEARNING AND GROWTH

STRATEGIC AIMS

- LG1 Ensure Aboriginal and Torres Strait Islander peoples are central to ownership, governance and development of our collections and programs
- LG2 Create and share knowledge with our users
- LG3 Understand and respond to our audiences and communities
- LG4 Develop a highly skilled, motivated and flexible workforce
- LG5 Develop an effective volunteer culture

MISSION

To inspire people to explore and share their identity, culture, environment and sense of place, and to experience and contribute to the diversity and creativity of our world.

VISION

To be an excellent and vibrant Museum service, valued and used by all Western Australians and admired and visited by the world

VALUES

We are dedicated to community value which means that we will be:

Accountable

We exist for the benefit of all the people of Western Australia and recognise that we are accountable to them and are custodians of their collections

Inspirational, Inclusive and Accessible

We will inspire people to explore our world and will advance knowledge through study, research and life-long learning; making sure that our facilities, programs and resources are accessible to all

Enterprising and Excellent

We will be creative, resourceful, imaginative, innovative and entrepreneurial; we will be commercially astute and aspire to excellence in all that we do

Sustainable

We aspire to be socially, environmentally and economically sustainable and will work in partnership with others to maximise public benefit and value for money

We recognise Aboriginal and Torres Strait Islander peoples as the first peoples of Australia

We acknowledge the primary rights of Aboriginal and Torres Strait Islander peoples in their cultural heritage and will work collaboratively to advance understanding between all peoples

FINANCIAL

STRATEGIC AIMS

- F1 Maximise financial sustainability by operating within our means, but maximising those means
- F2 Be entrepreneurial in all that we do
- F3 Maximise effectiveness of the WA Museum Foundation
- F4 Provide value for money by adding value and sharing costs

PROCESSES

STRATEGIC AIMS

- P1 Discharge heritage responsibilities including legislative obligations
- P2 Care for Western Australia's collections representing the natural environment, the State's history, stories and traditions
- P3 Ensure effective governance and management
- P4 Contribute to the conservation of environments, landscapes, heritage, sites and traditions
- P5 Ensure the highest standards of health and safety management and practice

CUSTOMER

STRATEGIC AIMS

- C1 Provide the highest standards of customer service and user experience in all that we do
- C2 To contribute to the health and wellbeing of our communities by facilitating people's exploration of their identity, culture, environment and place in the world
- C3 Promote tourism within and to Western Australia
- C4 Deliver a Western Australian wide museum service
- C5 Develop the Western Australian Museum brand to reflect, support and deliver our mission and achieve our vision

LEARNING AND GROWTH

| STRATEGIC AIMS | OBJECTIVES |
|---|--|
| LG1 Ensure Aboriginal and Torres Strait Islander peoples are central to ownership, governance and development of our collections and programs | <p>LG 1.1 Improve organisational capacity to address the interests of Aboriginal and Torres Strait Islander peoples</p> <p>LG 1.2 Increase uses by Aboriginal and Torres Strait Islander peoples</p> |
| LG2 Create and share knowledge with our users | <p>LG 2.1 Develop the Western Australian Museum collection as a resource for advancing knowledge and education in the service of society</p> <p>LG 2.2 Develop a life long learning strategy</p> <p>LG 2.3 Use collections and expertise to educate, engage and entertain, including through issues-based exhibitions</p> <p>LG 2.4 Review and improve the range and quality of programs</p> |
| LG3 Understand and respond to our audiences and communities | <p>LG 3.1 Understand our audiences and their needs and desires</p> <p>LG 3.2 Increase capacity to deliver learning programs</p> |
| LG4 Develop a highly skilled, motivated and flexible workforce | <p>LG 4.1 Enhance professional and personal development to meet organisational needs</p> <p>LG 4.2 Encourage professionalism, leadership and management excellence</p> |
| LG5 Develop an effective volunteer culture | <p>LG 5.1 Maximise use of volunteers and the quality of volunteer experience</p> |

PROCESSES

| STRATEGIC AIMS | OBJECTIVES |
|---|--|
| P1 Discharge heritage responsibilities including legislative obligations | <p>P1.1 Develop a strong Dutch/Western Australian relationship around shipwrecks</p> <p>P1.2 Discharge maritime heritage statutory functions</p> <p>P1.3 Discharge non-maritime heritage responsibilities</p> <p>P1.4 Discharge environmental protection functions</p> |
| P2 Care for Western Australia's collections representing the natural environment, the State's history, stories and traditions | <p>P2.1 Ensure effective management and use of collections</p> <p>P2.2 Ensure effective conservation of collections</p> |
| P3 Ensure effective governance and management | <p>P3.1 Integrate Western Australian Museum planning and budget cycles</p> <p>P3.2 Ensure effective management of risk</p> <p>P3.3 Ensure effective organisational governance and management</p> |
| P4 Contribute to the conservation of environments, landscapes, heritage, sites and traditions | <p>P4.1 Advise and inform stakeholders on culturally significant and biodiverse areas</p> <p>P4.2 Improve sustainability of Western Australian Museum buildings and operations</p> |
| P5 Ensure the highest standards of health and safety management and practice | <p>P5.1 Achieve highest standards of OHS practice in respect of staff and volunteers</p> <p>P5.2 Achieve highest standards of public comfort and safety</p> |

FINANCIAL

| STRATEGIC AIMS | OBJECTIVES |
|--|---|
| F1 Maximise financial sustainability by operating within our means, but maximising those means | F1.1 Secure public funding adequate to ensure the Museum's financial sustainability F1.2 Operate within budget |
| F2 Be entrepreneurial in all that we do | F2.1 Maximise earned income F2.2 Maximise funding from grants/contracts |
| F3 Maximise effectiveness of the WA Museum Foundation | F3.1 Grow the funds received by the WA Museum Foundation F3.2 Ensure staff and stakeholder support for the goals of the WA Museum Foundation |
| F4 Provide value for money by adding value and sharing costs | F4.1 Achieve value for money through audience development and investing in services F4.2 Develop strategic partnerships with other providers |

CUSTOMER

| STRATEGIC AIMS | OBJECTIVES |
|---|--|
| C1 Provide the highest standards of customer service and user experience in all that we do | C1.1 Increase customer focus ensuring a culture in which customer service is everyone's responsibility |
| C2 To contribute to the health and wellbeing of our communities by facilitating people's exploration of their identity, culture, environment and place in the world | C2.1 Improve quality of experience for users C2.2 Maximise access to the Museum and its resources for the widest possible audience |
| C3 Promote tourism within and to Western Australia | C3.1 Maximise visits from overseas and interstate visitors C3.2 Become a major destination for overseas and interstate visitors |
| C4 Deliver a Western Australian wide museum service | C4.1 Develop and implement a Western Australian wide museum strategy C4.2 Maximise impact of regional Western Australian Museum sites C4.3 Develop outreach capacity C4.4 Work with regional communities, councils and local businesses |
| C5 Develop the Western Australian Museum brand to reflect, support and deliver our mission and achieve our vision | C5.1 Develop and deliver a brand that successfully repositions and establishes Western Australian Museum |

DESTINATION STATEMENT

A description of what the organisation will look like once the strategic objectives are met.



ORGANISATIONAL PRIORITIES 2011–2014

The following organisational priorities underpin the Strategic Plan 2011-14.

1 COMMUNITY VALUE

The WA Museum exists for the benefit of all the people of Western Australia and is accountable to them. As the custodian of their collections, the Museum will increase its focus on delivering community value by engaging with its many communities and constituencies in life-long learning, both within and beyond the Museum's walls. It will continue to ensure that its original research has a public face and achieves the national and international recognition that it deserves.

2 FINANCIAL SUSTAINABILITY

The WA Museum will strive to be financially sustainable, in particular, but not exclusively through:

- implementing improvements to financial management and cost control processes;
- focussing on revenue generating opportunities;
- continuing to develop commercial partnerships with business;
- strengthening the WA Museum Foundation.

3 ABORIGINAL AND TORRES STRAIT ISLANDER PARTNERSHIPS

The WA Museum will increase its efforts to ensure Aboriginal and Torres Strait Islander peoples are central to ownership, governance and program development.

4 SERVICES DELIVERED WA WIDE

The WA Museum will develop partnerships with regional communities, businesses and industries to share resources, knowledge and expertise.

5 EMPOWERMENT

The WA Museum expects its staff to be creative and innovative and encourages initiative, leadership and new ideas from all parts of the organisation.