

STRATEGIC PLAN 2008 – 2013

Exploring Victoria
Discovering the World



Vision

Exploring Victoria, Discovering the World

Statement Of Purpose

We will reach out to an increasingly diverse audience through our collection and associated knowledge, using innovative programs that engage and fascinate. We will contribute to our communities' understanding of the world, and undertake our stewardship of the collection in a way that ensures our inheritance is augmented and passed on to future generations. We will shape the future as a networked museum that fosters creativity.



Strategic Directions

Great Places and Spaces

- Develop and protect our iconic and heritage buildings and their precincts
- Provide an excellent standard of management for our visitor and collection facilities
- Lead the State Collection Integrated Storage Project (Treasure House) to ensure a high standard of care for the State collection
- Capitalise on the history and World Heritage status of the Royal Exhibition Building precinct to create an attraction of national significance

Research and Collections: Knowledge and Connections

- Enhance our reputation by building on our expertise and capability in areas of research that have local, national and international significance
- Extend the ways in which communities can connect with our collection and knowledge
- Continue to develop the collection as a growing resource for education and research and as a legacy for future generations
- Pursue collaborative partnerships that advance knowledge, support innovation and attract funding in both established and emerging areas of research and collecting

Inspiring Experiences: Engagement and Learning

- Engage all Victorians through innovative exhibitions, online experiences and stimulating programs at our venues and throughout the State, to increase understanding of Victoria's place in the world
- Partner with Indigenous communities to undertake projects that promote Indigenous cultures and contribute to reconciliation
- Collaborate with diverse communities to develop programs that promote social cohesion and actively foster access
- Position Museum Victoria as a learning specialist, building on our strengths in areas such as science literacy, values education and early childhood development



Innovative People, Creative Museum

- Attract, develop and retain people with the skills and capability to build a culture of innovation
- Develop an adaptable and agile organisation that is responsive to change
- Strengthen the networked museum by encouraging a collaborative and integrated approach to everything we do
- Design and implement efficient business systems and processes to support creativity and innovation

Visibility and Reputation

- Position Museum Victoria as a museum of which all Victorians can be proud
- Enhance our national and international reputation as a leader in the museum sector through the pursuit of excellence in all our activities
- Raise awareness of the quality and breadth of Museum Victoria’s family of brands
- Maximise our potential as a group of significant Victorian tourist attractions

Environmental Responsibility

- Promote Museum Victoria as an authoritative source of information about the effects of climate change on biodiversity, environments and human societies
- Contribute to community wellbeing by increasing public awareness about issues regarding sustainability
- Promote and implement eco-sustainable practices within the Museum
- Invest to improve our facilities to reduce our impact on the environment and to become a flagship for environmental responsibility

Successful implementation of the 2008–13 Strategic Plan is dependent upon these strategic enablers: Maximising Resources and Practising Good Governance.

Values

Leadership

We will demonstrate leadership, particularly in the areas of reconciliation, promotion of cultural diversity, communication about the effects of climate change, learning and through the development of our staff.

Respect

We will acknowledge and respect the diverse nature of the Victorian community and its views. We will demonstrate respect for the environment by increasing public awareness about the effects of climate change on biodiversity and human societies, and through responsible use of our resources.

Reconciliation

We will build on our strong commitment to the achievement of reconciliation between Indigenous and non-Indigenous peoples. By working in partnership with Indigenous communities, we will increase understanding of and respect for Indigenous history, culture and traditions.

Human Rights

We will embrace the values of fairness, equity and social justice in all we do. By acknowledging and acting in accordance with the principles of fundamental human rights, we will contribute to social inclusion for all members of the community.

Responsiveness

We will engage with the Victorian community in a spirit of openness to encourage access and participation. We will deliver high quality services and continually seek opportunities for improvement.

Integrity

We will maintain our reputation for trustworthiness and authority by being professional and transparent in our actions and decisions. Our research program will be carried out according to the highest standards of scholarship.

Impartiality

Our staff will act in accordance with Museum Victoria's policies, procedures and strategic directions. We will disseminate our knowledge in an equitable manner and take an unbiased approach in the delivery of information that contributes to public debate.

Accountability

Our stewardship of the State collection will be undertaken in a manner that preserves and augments this important public inheritance for future generations. We will demonstrate accountability through our service to the community and through efficient and sustainable use of our resources.



MUSEUM VICTORIA MELBOURNE MUSEUM
SCIENCEWORKS IMMIGRATION MUSEUM
ROYAL EXHIBITION BUILDING



Printed on Spendorgel Smooth
FSC Mixed Source Certified, ECF pulp,
ISO 14001 Environmental Accreditation.

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