MUSEUM VICTORIA
ONLINE STRATEGY

November 2007

VISION

A dynamic online presence that integrates and coordinates knowledge sharing, discoverability and access.

BACKGROUND

Museum Victoria's online presence has been an effective platform for delivering a full range of websites, learning resources and award-winning projects over the past twelve years. While these achievements provided a solid foundation for our online presence in the past, we have consciously set our expectations to achieve far more in future. Many internal projects including CD-ROMs, Musenet and interactives have also been developed. The use of online strategy rather than website strategy acknowledges the sweeping changes that have occurred on the web in the past few years. Establishing a two-way communication with our audiences and using technologies to allow multi-platform delivery and engagement will be a priority in this new strategy.

PURPOSE

The online environment provides a medium to build a more effective and efficient organisation and strive to reach our full potential. Using the medium to communicate internally and externally with business, government, individuals and communities presents us with both a challenge and opportunity.

We will develop new and innovative ways to provide access to Museum Victoria's programs, collections, research, exhibitions and services. We will reach new audiences and connect to our partners and colleagues throughout the world. We will provide online experiences and services as part of our everyday business activity, supported by efficient structures, workflow and processes. Museum Victoria's online programs, services and websites work to enhance our position as a leading cultural agency.

This strategy will guide the organisation towards a leading online position in the sector in the 21st century.

RELATED POLICES & STRATEGIES

- Website Development Strategy 2006
- IT Strategy 2007-2010
- Visit Experience Strategy
- Community Engagement Strategy
- Learning Strategy (in development)
- Exhibition Development Framework
- Collection Development Strategy
- Research Strategy
- Knowledge Management Action Plan

1. GOALS

1.1 Enhance Museum Victoria's reputation as a leading cultural and natural heritage institution

- Establish an online profile that is recognised for excellence in the global cultural sector
- Develop internal and external online services which contribute to our reputation as a great place to work
- Enhance our profile so we are perceived as a desirable partner by other organisations

1.2 Make Museum Victoria's online services a key channel for engaging and developing our audiences.

- Engage a diverse range of audiences by presenting an online relevant, accessible content and multiple entry points
- Identify our key online stakeholders and develop content and services that meet their needs
- Deliver coordinated programs and content to maximise the unique communication opportunities offered online and be more efficient and encourage simultaneous development
- Provide a platform which enhances our opportunities to partner with other national and international organisations

1.3 Improve understanding of Victoria's cultural and natural heritage

- Make our collections, knowledge and information accessible to the public
- Enhance the understanding of Victoria with an online presence that engages the online audience with appealing content and experiences
- Encourage collaboration with an online presence which provides opportunity for input, discussion and dialogue
- Create enabling mechanisms for customised and self-directed learning using Museum Victoria's online offerings

1.4 Develop a culture in the museum that is confident in exploring and exploiting the medium to maximum effect

- Implement a structured approach to online delivery which effectively uses available content and resources
- Extend the organisational culture so online activities and outcomes are accessible for research. public programs, collections and exhibitions
- Implement integrated online initiatives and work processes across the organisation to increase efficiency and reduce operating costs
- Foster an environment where innovation and excellence in service delivery are valued

2 STRATEGIES

2.1 Grow new, targeted online audiences

2.1.1 Develop audience profiles, including:

- demographics of our current online audience and those of other leading museums
- analysis of satisfaction levels for existing online products and services
- determine preferred target audiences

2.1.2 Increase use of online services by target audiences by:

- undertaking quantitative and qualitative research to assess the effectiveness of new initiatives
- developing performance indicators for each project, including assessment of audience profile and satisfaction
- using appropriate technology, content and media to engage target audiences
- monitoring and reporting online access and use according to clearly defined criteria

2.1.3 Engage with new audiences about Museum Victoria's business including:

- market research on feasibility of potential new initiatives
- experimentation and market research assessment of new initiatives
- internal and external partnerships to determine potential audiences

2.2 Implement innovative online initiatives

2.2.1 Create a collaborative management structure that can prioritise online initiatives, and which provides the ability to:

- maintain a high level overview of our entire online capability and service
- approve online initiatives where risk and innovation are encouraged and a successful outcome is not always guaranteed
- decline online work on behalf of Museum Victoria

2.2.2 Implement an organisational culture that encourages and rewards innovation by:

- introducing a robust project methodology that establishes responsibility while allowing flexibility and minimising bureaucracy
- encouraging staff to experiment with new initiatives
- accepting that some new initiatives will fail
- the full utilisation of the networked organisation – working partnerships between departments is encouraged
- promoting and celebrating achievements

2.2.3 Develop partnerships that provide opportunity for online innovation by:

- actively seeking collaborations with organisations that have a reputation for innovation
- developing processes to maximise opportunity for external collaborations to achieve strategic online goals
- celebrating successful partnerships in innovation both internally and externally

2.2.4 Create standards-based online content using 'leading edge' technology and systems by:

- maintaining expertise in latest internet theory and practice
- creating an environment where new initiatives can be developed and implemented quickly
- exploring and utilising multi-platform delivery for content, exhibitions and programs.

2.3 Establish a consistent online approach to knowledge capture

2.3.1 Develop processes and procedures for information capture and generation which take account of online requirements by:

- creating systems for content providers to generate authoritative information for online delivery
- integrating work processes that gather content for online delivery into standard business processes

2.3.2 Ensure online expertise is included across a broad range of Museum Victoria projects and programs by:

- minimising the technical requirements for creation of online content
- developing skills in online content development in project teams
- ensuring performance indicators are developed for new online projects

2.4 Provide and support online access to Museum Victoria's collection and associated cultural assets

2.4.1 Create an enterprise architecture for online delivery that:

- integrates all aspects of digital publishing into a seamless workflow
- recognises that content is provided via a number of existing disparate systems that need to work in an integrated way

2.4.2 Create systems that enable us to effectively develop and manage our digital assets, including:

- the ability to store and locate our digital assets

- a continuing emphasis on digitising our collections
- streamlined public access to our digital assets

2.4.3   Provide online access to Museum Victoria's collection that:

- enables enhanced access to the collection for people all over the world
- includes contextual information for collection objects
- encourages engagement and dialogue with indigenous communities throughout Victoria and around Australia
- offers online audiences unique opportunities for self-directed learning
- positions us as an international leader in the provision of online access to collection data

2.5   Integrate an online culture within Museum Victoria's business practices

2.5.1   Develop a training program to encourage a cultural shift by:

- Assist all staff with the use of online techniques through a comprehensive training program
- increasing participation by online experts across the museum
- hosting new technology briefings for all staff by a variety of internal and external experts

2.5.2   Develop a communication plan that promotes online activity as core business across all departments, including:

- Online Strategy roll-out
- regular briefings at staff meetings
- regular emails, Musenet news items and blogs with updates and celebrations

2.5.3   Develop a recruitment strategy that places increased emphasis on experience in online content development and systems