

Koorah Nitja Boordahwan

Koora Yiyi Boordawan

Bowardoo Gwarri Dirtoo

Passato Presente Futuro

过去 现在 将来

Quá khứ Hiện tại Tương lai

الماضي الحاضر المستقبل

Verleden Heden Toekomst

Passé Présent Futur

भूत वर्तमान भविष्य

PAST PRESENT FUTURE

STRATEGIC PLAN 2022-2026



WAM

WESTERN
AUSTRALIAN
MUSEUM

The **Western Australian Museum** acknowledges and respects the Traditional Owners of their ancestral lands, waters and skies.



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A WARM WELCOME

Explore the past, question the present and shape the future – are the key principles of the WA Museum’s revised mission statement, which sets the tone for this five-year Strategic Plan for the Western Australian Museum.

This Plan has been generated through extensive consultation with Trustees, Advisory Committee members, staff, volunteers and a selection of key stakeholders.

It articulates the ‘why’ of the Museum: its purpose, its values, the pillars that guide its operation, and the way in which it will discharge its responsibilities to its primary stakeholders – the people of Western Australia, and their Government.

The Museum’s values have remained substantially as they were, which should not be surprising – they literally run through the Museum’s core – they are ‘part of its DNA.’

The four organisational pillars are:

- **At the Heart of the Community** – something to which we have long aspired and for which we will continue to strive. Our collections, our research, our museums, our public programs - on site, and off - and our engagement with communities are the ways in which we will achieve this.
- **Working with and empowering Aboriginal and Torres Strait Islander peoples** to share their experiences, stories and opinions is critical to our contribution to truth-telling and reconciliation.
- **State-wide** is key to ensuring that we rebalance our work following the completion of the WA Museum Boola Bardip in Perth.

- The fourth pillar, **Sustainability**, is actually the first in our list and arguably the most important: financial sustainability will be achieved through the prudent planning and management of resources and the diversification of our income sources. Our contribution to social sustainability will be through our community engagement. Our contribution to environmental sustainability will be through our operations, but particularly, through our biodiversity research, and through our thought leadership. Climate change is surely the greatest existential threat facing our planet: its impacts are all-reaching, and for this reason, we have mapped our Pillars to the United Nations’ Sustainable Development Goals.

A number of Strategies support each of these pillars; they are driven by the agreements we have with Government.

Beneath this Strategic Plan sits the Corporate Plan and this is where the ‘tools of our trade’ will be found: the collections, research, exhibitions, museums, public programs and community engagement. Each Directorate will develop Operational Plans which will allow them to plan and monitor progress throughout the year.

The Strategic Plan contextualises our work, demonstrates our value and articulates how we will ensure that our communities, our environment and the constant search for meaning and understanding are at the core of everything we do.



Hon. Melissa Parke
CHAIR OF TRUSTEES



Alec Coles
CHIEF EXECUTIVE OFFICER

RE-THINK YOUR WORLD

MISSION

**Inspiring curiosity to explore the past,
question the present and shape the future.**

ASPIRATION

**To be valued, used and admired by all
Western Australians and the world.**

VISION

**An informed and engaged community
working together for a better future.**

VALUES

Respectful

We will respect the views and opinions of others, consider their needs and sensibilities, and work collaboratively to build trust and understanding.

Inclusive

We welcome and engage with people of all abilities, backgrounds and experiences. We will make sure that our workplace, facilities, programs and resources are accessible to all.

Accountable

We exist for the benefit of all the people of Western Australia, including those in the regions. We hold ourselves accountable to them, and are custodians of their collections.

Enterprising

We will be creative, resourceful, imaginative, innovative, agile and entrepreneurial. We will be commercially astute, embrace change and aspire to excellence in all we do.

Recognition of 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.



ORGANISATIONAL PILLARS

1

Sustainability

Create an agile organisation committed to organisational, social and environmental sustainability.

ORGANISATIONAL SUSTAINABILITY

- 1.1 Develop a sustainable operating model including sources of finance, efficient processes, systems and strategic partnerships.
- 1.2 Provide a safe and healthy workplace.
- 1.3 Build and value our diverse, skilled, motivated and flexible workforce.
- 1.4 Seize the opportunities presented by digital transformation.
- 1.5 Manage and develop the Museum's collections to the appropriate standard.
- 1.6 Maintain the Museum's buildings, facilities and exhibits.

SOCIAL SUSTAINABILITY

- 1.7 Provide safe places for important conversations.
- 1.8 Create an inclusive and culturally safe space accessible for all.

ENVIRONMENTAL SUSTAINABILITY

- 1.9 Reduce the Museum's environmental footprint.
- 1.10 Contribute to knowledge of biodiversity, geodiversity and the environment.
- 1.11 Provide thought leadership on sustainable environmental practices.

2

At the Heart of the Community

The Museum's philosophy is 'people-first' and we will engage the community in the creation and sharing of knowledge, ideas and stories.

- 2.1 Form strategic partnerships to maximise impact and outcomes.
- 2.2 Build new and diverse audiences.
- 2.3 Provide opportunities for the sharing of stories and co-curation.
- 2.4 Provide learning opportunities for all.
- 2.5 Create a Collection of, and for, the State.

3

Aboriginal and Torres Strait Islander Peoples

The Museum values open, honest, collaborative and respectful relationships with Aboriginal and Torres Strait Islander organisations and communities to enable truth-telling and to create welcoming and safe places.

4

State-wide

Working across the State for the benefit of all Western Australians, ensuring regional engagement in organisational practices and processes.

- 3.1** Progress and embed the Museum's Reconciliation Action Plan.
- 3.2** Contribute to the delivery of the National 10 Year Indigenous Roadmap.
- 3.3** Implement an Aboriginal and Torres Strait Islander employment and training strategy.
- 3.4** Embrace sound principles of truth-telling and repatriation by working with Aboriginal and Torres Strait Islander communities.
- 3.5** Advance understanding of Aboriginal culture to promote Cultural responsiveness by Museum staff, volunteers, contractors and visitors.
- 4.1** Ensure an integrated state-wide approach to our business.
- 4.2** Develop the capacity of the regional museums.
- 4.3** Support the wider collections sector across the State.
- 4.4** Create state-wide access through outreach, activation and digital technologies.
- 4.5** Promote Museums as must-visit Tourist destinations.
- 4.6** Establish the Museum as a global leader.

STRATEGIES



The WA Museum Strategies directly support these UN Sustainable Development Goals.

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