

Strategic Plan 2008-2010

Version 2.2 Released 18 Dec 2007

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1. Mission

ICOM Australia is a part of the global network of museum and heritage professionals committed to the world's natural and cultural heritage. As a branch of the International Council of Museums it represents the international interests of its member museums and museum professionals across Australia and nearby regions.

ICOM Australia is committed to promoting an Australian perspective on the conservation, continuity and communication to society of the world's diverse natural and cultural heritage, present and future, tangible and intangible.

ICOM Australia complements Museums Australia in that both associations provide membership services and advocacy on behalf of the Australian museum community. ICOM Australia provides an international perspective while Museums Australia has a national focus.

As a non-governmental, non-profit body, ICOM Australia advocates:

- professional cooperation and exchange
- dissemination of knowledge and raising public awareness of museums
- training of personnel
- advancement of professional standards
- elaboration and promotion of professional ethics
- preservation of heritage
- combating the illicit traffic in cultural property.

2. Values

ICOM and ICOM Australia acts upon the following core values¹:

- a) ICOM values human creativity and its contribution to understanding the past, shaping the present, and mapping the future
- b) ICOM believes heritage has a humanistic value
- c) ICOM values global dialogue based on intellectual, cultural and social diversity
- d) ICOM values transparent dialogue including cross-cultural understanding of human rights
- e) ICOM recognises museums' responsibility to society through their engagement with public issues of social change.

3. Strategic environment

ICOM Australia operates within an Australian museum environment marked by high levels of funding and resources in contrast to the resources at the disposal of its immediate regional neighbours.

While there are overall very positive trends in Australian museum interest, attendance and resourcing in the immediate region, it seems the economic outlook, environmental change impact, governance and access to appropriate museum technology and practice remain a challenge.

More broadly, key issues affecting the work of ICOM are developments in international museological practice and the impact of war.

¹ ICOM international *Our global vision - strategic plan 2008-2010*

ICOM International 2008 – 2010 strategic objectives

ICOM International has approved the following strategic objectives for 2008-2010:

- a) Strengthen ICOM's global impact
- b) Provide leadership in advocating the value of heritage
- c) Champion effectiveness and high standards in museums
- d) Ensure the resources required to effectively implement the Strategic Plan.

4. Strategic priorities 2008-2010

4.1 International partnerships

Facilitate partnerships and professional exchanges between Australian museums and international museums particularly in the Asia Pacific region.

4.2 Membership services

Provide ICOM Australia members with a range of services that raises awareness and understanding of international museum issues and the work of the International Council of Museums worldwide.

4.3 Develop business practices, infrastructure and resources

Strategically manage ICOM Australia in ways that will develop and improve its business practices, infrastructure and resources.

4.4 Undertake advocacy and communication

Undertake national advocacy and communication on international museological issues.

5. Business priorities 2008

5.1 International partnerships

- a) Continue the development of the ICOM Australia Museum Partnership Program.
- b) Presentation of the ICOM Australia Award for International Relations.
- c) Payment of International Council of Museums annual subscriptions for Pacific Islands Museums Association board members and Secretary General of the Pacific Islands Museum Association (PIMA).
- d) Council of Australasian Museum Directors (CAMD) and Council of Australian Art Museum Directors (CAAMD) to be regularly updated on ICOM Australia activities.
- e) Develop a strategy for ICOM Australia representation on ICOM international committees.
- f) Use the ICOM moral authority in advocacy of international museum issues.
- g) Facilitate museum partnerships and professional exchanges at the international level.

5.2 Membership services

- a) Continue the development of the ICOM Australia website as a resource for members.
- b) Develop an electronic ICOM Australia newsletter.
- c) Negotiate and promote the provision of free entry for members to a wide range of Australian and international museums.
- d) Maintain the membership database.

5.3 Develop business practices, infrastructure and resources

- a) Establishment of the position of part-time administrator for ICOM Australia.
- b) The development of a sponsorship proposal seeking annual funding of \$15,000.
- c) Payments to the International Council of Museums in Paris to be timed to optimise currency exchange rates.
- d) Develop a communication plan.
- e) Develop a membership plan.
- f) Develop a technology plan.
- g) Develop a marketing plan.

5.4 Undertake advocacy and communication

- a) Develop an issues agenda for regular discussion by the Executive Board.
- b) Develop relationships/partnerships with major Australian cultural institutions.
- c) Enhance the relationship with Museums Australia.
- d) Develop an ICOM Australia award in association with Museums Australia.
- e) Represent Australian perspectives to ICOM International.