



# Strategic Plan 2011-2013

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## Mission

ICOM Australia is a part of the global network of museum and heritage professionals and institutions committed to working for society and its development and to the preservation of the world's natural and cultural heritage. As a National Committee of the International Council of Museums, ICOM Australia represents the international interests of its member museums and museum professionals across Australia and nearby regions.

Internationally, ICOM has defined its strategic objectives for 2011-2013 as follows:

- Increase membership value and transparency for ICOM members
- Develop museum and heritage expertise
- Strengthen ICOM's global leadership in the heritage sector
- Develop and manage resources to implement the Strategic Plan effectively
- This document articulates the strategic and business priorities for ICOM Australia over the period 2011-2013, within the framework of ICOM's international strategic plan<sup>1</sup>.

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 (inter alia):

- Professional cooperation and exchange between museums and museum personnel
- Dissemination of knowledge and raising public awareness of museums
- The key role of museums in cultural diplomacy, to strengthen society through cultural expression and heritage conservation in our region
- Training of museum personnel
- Advancement of professional standards and the elaboration and promotion of professional ethics
- Preservation of heritage
- Combating the illicit traffic in cultural property and the return of illicitly removed cultural property
- Recognition of the role museums can play in promoting human rights and cultural diversity
- Recognition of the achievements of those who support ICOM's values.

## Values

ICOM Australia recognises and acts upon the following core values:

- Human creativity and its contribution to understanding the past, shaping the present, and mapping the future
- Global dialogue based on the acceptance of intellectual, cultural and social diversity
- Transparent dialogue, including cross-cultural understanding, on human rights
- Museums' responsibility to society through their engagement with public issues of social change.

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<sup>1</sup> Available at [http://icom.museum/fileadmin/user\\_upload/pdf/Strategic\\_Plan/Strategic\\_plan.pdf](http://icom.museum/fileadmin/user_upload/pdf/Strategic_Plan/Strategic_plan.pdf).

## 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 most of its immediate regional neighbours. Key issues likely to affect museums and their staff in Australia over the life of this strategic plan include the impact of the internet and social media, the ageing population, declining government funding and an increased emphasis in commercial activity and a decline generally in the size of membership organisations. Key issues internationally include developments in international museological practice, and the ongoing destruction of cultural heritage through the impact of war, natural disasters and the illicit/illegal trade in cultural heritage.

## Strategic priorities

ICOM Australia will contribute to ICOM's strategic priorities through the following initiatives.

- *Increase membership value and transparency for ICOM members*

ICOM Australia will grow the **membership** and increase the engagement of members with ICOM Australia activities. It will provide ICOM Australia members with services that raise awareness and understanding of international museum issues and the work of the International Council of Museums worldwide.

- *Develop museum and heritage expertise*

ICOM Australia will address this priority through developing **international partnerships**, facilitating professional exchanges between Australian museums and international museums, particularly (although not exclusively) in the Asia-Pacific region.

- *Strengthen ICOM's global leadership in the heritage sector*

ICOM Australia will strengthen ICOM's position in the global heritage sector by undertaking **advocacy and communication**, raising the profile of ICOM Australia through national communication on international museological issues.

- *Develop and manage resources to implement the Strategic Plan effectively*

ICOM Australia is committed to a number of ongoing **business improvements** aimed at improved efficiency and effectiveness.

## Business priorities 2011-2013

### 1. *Membership*

1.1 Increase awareness of the benefits of ICOM membership to the Museum community and grow the membership by exploring the potential of a strategic partnership with Museums Australia in the delivery of enhanced membership services

1.2 Negotiate and promote the provision of free entry for members to a wide range of Australian and international museums

1.3 Maintain and improve the membership database and on-line services.

2. *International partnerships*

- 2.1 Provide financial and other support for the Pacific Islands Museums Association (PIMA) Board members and its Secretary General as appropriate
- 2.2 Facilitate museum partnerships and professional exchanges at the international level, and develop closer relationships with ICOM New Zealand
- 2.3 Reactivate the ICOM Australia Museum Partnership Program following a review of the program guidelines
- 2.4 Recognize the achievement of Australian museum workers in the international arena through the International Relations awards program

3. *Advocacy and communication*

- 3.1 Work with Museums Australia on relevant issues with an international dimension
- 3.2 Represent Australian perspectives to ICOM International
- 3.3 Develop a web page to allow members to promote international projects
- 3.4 Continue to promote the importance of disaster prevention and preparedness in the Australian cultural heritage sector as a pillar member of Blue Shield Australia.
- 3.5 Regularly update the Council of Australasian Museum Directors (CAMD) and the Council of Australian Art Museum Directors (CAAMD) on ICOM Australia activities
- 3.6 Use ICOM's moral authority in advocacy of international museum issues

4. *Business improvements*

- 4.1 Develop relationships/partnerships with major Australian cultural institutions
- 4.2 Support the joint Museums Australia-ICOM Australia Secretariat
- 4.3 Continue the development of the ICOM Australia website and electronic communications as a resource for members