

Strategic Plan 2017-2022

(adopted May 2017) version 1.1

Mission

ICOM Australia promotes and supports:

- international collaboration between museums and museum workers championing acceptance, understanding, sharing and exchange of ideas and resources
- understanding of global museum values and issues
- the work of colleagues in Australasia, Asia and the Indo-Pacific region
- the recognition and rewarding of good international museum practice and innovation
- the interests of members.

Values

ICOM Australia recognises and acts upon the following core values:

- the power of human creativity and its contribution to understanding the past, shaping the present, and mapping the future
- the importance of global dialogue based on cultural and social diversity
- transparent dialogue about cross-cultural understanding and human rights
- the need for engagement with public issues of social change.

Strategic environment

ICOM Australia recognises that it is the national 'arm' of an international organisation. As an Australia based organisation it will promote, support and advocate for the interests of Australia's Museums and, in particular, its membership. As part of a vibrant region it will collaborate and support the work of and interests of museums and colleagues in that region. Part of an international organisation and global community it will champion interests of museums and museums worker the world over, in particular their rights to intellectual freedom, and the freedom of expression and to adequate resourcing.

Key issues likely to affect museums and their staff in Australia over the life of this strategic plan include:

- declining government funding
- an increased emphasis in commercial activity
- a decline generally in the size of many membership organisations
- Environmental threats (local impacts of Climate Change)
- Theft and damage of cultural heritage.

Key issues internationally include:

- increasing diversity in international museological practice
- the ongoing destruction of cultural heritage through the impact of war, natural disasters and the illicit/illegal trade in cultural heritage.
- Climate Change
- changes to communications and technology, in particular the use and impact of social media

Strategic priorities

	Strategic priority	Achieved through:
1	Enhance international collaboration, acceptance, understanding, sharing and exchange	Offer bursaries to enable Australian museum/gallery professionals to travel to conferences Promote the visits of international museum/gallery professionals to Australia
2	Increase understanding of global museum values and issues	Disseminate information and encourage debate through: <ul style="list-style-type: none"> • various communications channels such as regular e-newsletters and the ICOM Australia website • events and programs such as presence at MGA annual conferences and ICOM Australia programs and events as resources become available (see Communications Plan objectives below)
3	Promote the work of colleagues in Australasia and Asia	Coordinate the ICOM Australia Partnerships Program (see Partnership Program priorities below)
4	Recognise and reward good practice and innovation	Coordinate the ICOM Australia Annual Awards for individuals and institutions
5	Advocate on international and national issues that shape our sector	Contribute to: <ul style="list-style-type: none"> • professional development, cooperation and exchange • knowledge exchange and raising public awareness of museums and galleries • professional standards and professional ethics • preservation of heritage and combating the illicit traffic in cultural property.

Related sub plans

Communication plan priorities

- Priority 1** ensure identity and brand has clarity
- Priority 2** communicate with existing members so feel they are well serviced and kept up to date with key developments in the international museum world
- Priority 3** keep ICOM Australia visible to the wider Australian museum community – especially those who are not members – so they have positive perception of ICOM Australia, and are aware of the benefits/value of membership and so build membership
- Priority 4** maintain strong communication with influential stakeholders and partners

Partnerships program strategic priorities

- Priority 1** Assess regional need and develop relationships with potential partners.
- Priority 2** Develop timeline and documentation for 2017-18 programs.
- Priority 3** Seek grants to implement the program from Australian funding bodies, associations, councils and institutions.
- Priority 4** Promote availability of Program to overseas and Australian institutions and facilitate applications.
- Priority 5** Provide and maintain a relevant information resource web page on ICOM Australia website.

Membership plan strategic priorities

- Priority 1** Retain existing members by keeping ICOM Australia visible; communicating effectively with existing members; ensuring servicing of existing members is effective and timely.
- Priority 2** Attract new members by keeping ICOM Australia visible to the wider Australian museum community and targeting the institutional and supporting members categories for expansion; ensuring process of becoming a member is clear and is effective and timely.