



MUSEUMS AOTEAROA STRATEGIC PLAN 2020-2025

Tiro whānui/Overview

Museums Aotearoa is committed to providing value to its members and the GLAM Sector by implementing this five-year strategic plan which will be monitored and reported on by the Board via our Annual Plan. The short, medium and long-term outcomes over the next five years (2020-2025) are to:

Short-term:

- Lead by example by modelling bi-cultural governance, values and ways of working
- Improve membership engagement by demonstrating relevance, support and effectiveness to all members
- Develop and implement a Communications Strategy that results in improvements in newsletters, emails, website, publications and other ways we communicate with our members and stakeholders

Medium-term:

- Change our Constitution to a bicultural Co-Chair arrangement for the Museums Aotearoa Board
- Increase the efficacy and relevance of our Regional Forums across the country
- Review the current annual conference model in association with our membership; implement any changes to the current model as agreed so as to remain relevant as well as fiscally responsible

Long-term and ongoing:

- Model and support bi-cultural practice in line with the principles of Te Tiriti o Waitangi
- Continually uphold and model professional ethics and best-practice
- Develop and support exciting and equitable professional development opportunities, including mentoring and leadership development
- Be known nationally and internationally as a knowledgeable and trusted voice for public museums and galleries and the wider GLAM sector in Aotearoa

Kaupapa Mātāmua/Our Mission

Museums Aotearoa, Te Tari o Ngā Whare Taonga o Te Motu, is the independent professional association for New Zealand's public museums and galleries and their staff and volunteers.

Our Mission is to support our members by:

- extending manaakitanga toward our members to help them achieve their full potential and facilitate a vibrant and sustainable museum and gallery sector
- collaborating with and supporting our members and their relationships with others across the Galleries, Libraries, Archives and Museums (GLAM)
- advocating on issues that are important to or may impact on our members and the wider GLAM sector in general
- nurturing excellence, professionalism and integrity in museums and galleries in Aotearoa

We are a culturally affirming organisation promoting and supporting our members to uphold the principles of true partnership within Te Tiriti o Waitangi.

Ō Matūa Uarā/Our Values

Everything we do is underpinned by a commitment to the principles of partnership envisaged by Te Tiriti o Waitangi.

Our core values are to:

- **Tika/Act Ethically** – act in a professional and ethical manner at all times in accordance with our Code of Ethics and ICOM Codes of Ethics
- **Whanaungatanga/Be Connected** – communicate and collaborate in a way that recognises the value and benefits of collaboration and partnerships between our members, their stakeholders and communities and the GLAM sector
- **Pono/Act with Integrity** – act with integrity and treat others with respect, irrespective of their gender, position, cultural background or sexual preference

Ngā Tino Whāinga/Core Objectives

Kōkiri/Advocacy:

- (a) Identify, research and report on issues that are important to our members and the wider GLAM sector, especially if they result in positive change and outcomes
- (b) Obtain feedback and other input on issues that concern our members and other stakeholders and where appropriate undertake relevant research
- (c) Prepare and present submissions in relation to issues that impact on our members and/or the GLAM sector
- (d) Communicate to our members on the outcome of the submissions
- (e) Promote and celebrate museums, galleries and the GLAM sector in the media and highlight any issues that may have an adverse or positive impact on it

Key Performance Indicators:

- Increase in the number of issues identified and reported on per annum
- Feedback sought from members and other stakeholders, responded to and reported on
- Quality research undertaken
- Number of submissions presented, and hearings attended per annum
- Analysis and reporting on outcome of submissions
- Increase in the quality and quantity of museum and gallery sector successes shared on media platforms

Taute/Career Development:

- (a) Identify, facilitate and communicate vacancies, internships and other opportunities to our members
- (b) Identify, facilitate and communicate any courses, mentoring and other opportunities that may help our members develop their knowledge and skills in the GLAM sector
- (c) Identify courses and other initiatives that promote equal opportunity in the GLAM sector
- (d) Advocate for and promote equitable access to training, leadership development and other opportunities irrespective of the membership type or institutional size

Key Performance Indicators:

- Increase in the number of vacancies, courses, internships and other career opportunities promoted per annum

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- Develop and maintain a mentoring programme over the next five years, targeting GLAM sector professionals at all stages of their careers
 - Increase in the number of courses and other relevant opportunities that promote equal opportunity across the GLAM sector

Whānau/Membership:

- (a) Maintain and increase institutional and individual membership representing the breadth of public museums and galleries
- (b) Meet with the six largest institutional members and a cross section of six other members randomly selected on an annual basis to ascertain their advocacy and membership requirements and to obtain direct feedback on our performance
- (c) Actively encourage feedback from individual members, institutional members, special interest groups and partners on the impact of Museums Aotearoa's activities (i.e. Advocacy, Professionalism and Career Development)

Key Performance Indicators:

- An increase in annual membership compared to the previous year
- Increase the number and nature of meetings held with members throughout the country; report on meetings, discussions and outcomes of interest to the wider sector
- Feedback from members (institutions and individuals) and from special interest groups is encouraged, positively received and proactively acted upon

Ringa rehe/Sector development:

- (a) Ensure that our Code of Ethics reflects current museum and gallery practice
- (b) Promote the use of our Code of Ethics and ICOM's Code of Ethics and best practice
- (c) Develop, support and/or promote courses, conferences, forums, research and other opportunities that encourage professionalism, ethics, cultural understanding, accessibility, diversity and iwi relationships in the GLAM sector and factor in the needs and requirements of the special interest groups and emerging professionals

Key Performance Indicators:

- Review our Code of Ethics on at least a 5-year basis, seeking input from our membership where appropriate and ensuring alignment with ICOM Codes of Ethics
- Number of courses, conferences, forums and other professional capacity-building opportunities promoted through MA channels and attended by our members per annum
- Proactively obtain feedback from our members on the success and/or impact of the courses, conferences, forums and other opportunities and improvements for the future

Adopted – Museums Aotearoa Board 28 February 2020