



STRATEGIC PLAN



2014-2017

INTRODUCTION TO THE STRATEGIC PLAN 2014-2017

STATEMENT OF PURPOSE

The National Pioneer Women's Hall of Fame aims to

- celebrate the pioneering women of Australia, particularly of Central Australia, as well as the achievements of Australian women who were first in their field, in a well-presented museum atmosphere.
- establish a museum recording the history of the Old Gaol.

OBJECTIVES

The objectives of the National Pioneer Women's Hall of Fame are:

- (1) to establish a public museum for the purpose of recognising and honouring pioneering women who contributed to the development of Australia, which will be open and accessible to all members of the public during usual and reasonable business hours;
- (2) to assemble, exhibit and preserve a collection of pioneering women's artefacts, photographs and

memorabilia;

- (3) to develop a research library of pioneering women's literature, historical records and personal manuscripts;
- (4) to promote knowledge and understanding by the Australian community of the special contribution of women;
- (5) to foster research into the role played by pioneering women in Australia;
- (6) to establish museum displays depicting aspects of the history of the Old Alice Springs Gaol;
- (7) to research and collect recollections of prison life from former staff and inmates;
- (8) to promote the use of the Old Gaol premises by other entities to enhance the attraction of the complex and to generate income
- (9) to develop relationships and assist other organisations with similar aims.

ALIGNMENT WITH GOVERNMENT PRIORITIES

The Museum's priorities for the next three years will align with Northern Territory Government priorities, outlined in the Department of Arts and Museum's *Strategic Plan 2013-2017*. These include

- Collect, protect and provide access to the Territory's scientific, cultural and documentary heritage collections and assist the community to care for, and make best use of, these assets for research and to create educational, recreation and commercial opportunities.
- Develop and create inspiring new spaces to enhance access to collections and experiences.

Additionally, the Museum's priorities also align with the Territory Government's *Policy Framework for Territory Women*, which has identified as priority areas:

- the implementation of programs that recognise and reward the contribution of women to the Northern Territory;
- the increased use of positive and empowering images and stories about women; and
- the increased opportunities for positive role models to influence young women.

STRATEGIC FRAMEWORK

The Planning and Reporting Cycle

The Strategic Plan forms part of a suite of planning and reporting activities. The Plan provides a set of objectives and a framework for achieving them over the next three years, and provides the working tool and basis for:

Development of the annual NPWHF Budget

Development of NPWHF Action Plan

STRATEGY 1: To enhance the NPWHF's reach, recognition and prestige as Australia's only national women's museum (Objectives 1, 4, 5 and 9)

Priorities	Goals 2014-17	Performance Measures
A Strengthen the Museum's position, reach and prestige as Australia's only national women's museum in the exhibitions developed, hosted and displayed	<p>Upgrade existing national exhibition <i>Ordinary Women, Extraordinary Lives: First in their Field.</i></p> <p>Upgrade the existing <i>Women at Work</i> exhibition to become the Museum's second national exhibition</p>	<p>Grant monies secured. Upgraded exhibition to be open to the public by May 2015</p> <p>Secure grant funding in 2015 with exhibition upgrade to be finished by mid-2016</p>
B Promote recognition of the NPWHF as Australia's only national women's museum	<p>Secure editorial/feature articles in women's and airlines magazines</p> <p>Promote the Museum on television broadcasts which are in town for</p>	<p>Target magazines to highlight specific events, such as the launch of the upgraded <i>OWEL</i> exhibition and events for International Women's Day</p>

Priorities	Goals 2014-17	Performance Measures
	<p>other events, through feature stories (rather than advertising)</p> <p>Improve signage of the NPWHF across the Museum's front fence</p> <p>Develop professional recognition</p>	<p>Attend the annual Museums Australia conference and deliver a paper</p> <p>Make contact with influential women in business, politics, academia (for example through sending regular updates)</p>
C Commemorate the achievement of <u>all</u> Australian women – not just white Europeans but also those from Aboriginal, Torres Strait Islander and non-English speaking backgrounds	<p>Research the feasibility and support for developing an exhibition advancing recognition of the part Aboriginal women have had in the development of Central Australia and incorporating tributes</p>	<p>Initial research and possible funding submission to be completed by December 2014</p>

Priorities	Goals 2014-17	Performance Measures
	to significant strong women	
D Conceive and deliver programs in partnership with education and community groups	Community and education groups to participate as 'co producers' in the development of exhibitions and programs	One partnership annually with local community and one partnership annually with an education/learning community
E A compelling destination and experience for all of the community	Develop a multi-lingual guide for visitors	Secure grant funding in 2015 with the aim of the first language guide to be available at the Museum by the end of 2016
	Provide a more interactive experience for visitors	To include at least one interactive medium in each exhibition upgrade or development
	The profile of Museum visitation broadened to better reflect the diversity of the community	To increase by 5% the number of visitors under 30 years of age by the end of 2017 To increase the annual number of school group tours

Priorities	Goals 2014-17	Performance Measures
		by 5%
	Dissolve boundaries between exhibitions, publications and web content	Each project to deliver content in at least two media Upgrade the Museum's webpage, to be completed by the end of 2015
	Develop a modest temporary exhibition program	As of the start of 2015, the Museum will host two temporary exhibitions annually

STRATEGY 2: To recognise the significance of the Museum's collection (Objective 2)

Priorities	Goals 2014-17	Performance Measures
	women/people	donations

Priorities	Goals 2014-17	Performance Measures
A Collections are managed and preserved for the enjoyment and education of current and future generations	<p>Display the "Signature Quilt" using conservationally sound methods</p> <p>Display garments in conservationally sound display cases</p> <p>Continue to accession the Museum's collection</p>	<p>Secure grant monies in 2015 for suitable display case</p> <p>Secure grant monies for suitable display cases by the end of 2015</p> <p>Volunteers to continue accessioning collection</p> <p>Curator to continue accessioning collection where possible</p>
B The Museum's collection is recognised as fundamental to the stories told at the Museum	Exhibitions are developed with a greater awareness of being drawn from the Museum's collection, so that objects are linked in greater detail to	Targeted collecting for exhibition upgrade of <i>OWEL</i> with letters sent to at least 5% of women who feature in the exhibition, seeking appropriate

STRATEGY 3: To research and promote the stories of the Old Alice Springs Gaol (Objectives 6 and 7)

Priorities	Goals 2014-17	Performance Measures
An exhibition program for the Old Gaol be established	That interpretation of the Old Alice Springs Gaol be developed through the use of oral histories so that the voices and stories of both former inmates and prison officers can be heard, bearing in mind the cultural appropriateness and protocols of women working with Aboriginal men	Secure grant funding in 2016 for an oral history project with non-Aboriginal men who have had a relationship with the Old Alice Springs Gaol Make contact in 2015 with Aboriginal Liaison Officers at the Alice Springs Correctional Centre to discuss the interest and feasibility of an oral history project with Aboriginal men who have had a relationship with the Old Alice Springs Gaol

STRATEGY 4: To grow the Museum’s workplace culture, staff skills and practices

Priorities	Goals 2014-17	Performance Measures
Enhance staff and volunteer capacity	Develop a training plan for staff and volunteers interested in the curatorial aspects of the Museum Facilitate those staff and volunteers to undertake skill development in the areas of video-making, oral history editing and archives research or the like	Contact local high schools re involvement in their community service programs Senior staff to annually attend the Museums Australia conference Staff to attend one professional development course/year Hold one training workshop for volunteers and staff per year Establish a budget line item for staff/volunteer training and development

