



## 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.
- (10) to have a safe and accessible complex for all visitors.

## 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
<b>A Strengthen the Museum’s position, reach and prestige as Australia’s only national women’s museum in the exhibitions developed, hosted and displayed</b>	Upgrade existing national exhibition <i>Ordinary Women, Extraordinary Lives: First in their Field.</i>  [Upgrade the existing <i>Women at Work</i> exhibition to become the Museum’s second national exhibition]	
<b>B Promote recognition of the NPWHF as Australia’s only national women’s museum</b>	Secure editorial/feature articles in women’s and airlines magazines  Promote the Museum on television broadcasts which are in town for other events  Improve signage of the NPWHF across the Museum’s front	

Priorities	Goals 2014-17	Performance Measures
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<b>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</b>	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 to significant strong women	
<b>D Conceive and deliver programs in partnership with education and community groups</b>	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
<b>E A compelling destination and experience for all of the community</b>	Develop a multi-lingual guide for visitors  Provide a more interactive experience for visitors	

Priorities	Goals 2014-17	Performance Measures
	<p>[The profile of Museum visitation broadened to better reflect the diversity of the community]</p> <p>Dissolve boundaries between exhibitions, publications and web content</p> <p>Develop a modest temporary exhibition program</p>	<p>Each project to deliver content in at least two media</p> <p>Upgrade the Museum's webpage</p>

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

Priorities	Goals 2014-17	Performance Measures
<p><b>A Collections are managed and preserved for the enjoyment and education of current and future generations</b></p>	<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><b>B The Museum's collection is recognised as fundamental to the stories told at the Museum</b></p>	<p>Exhibitions are developed with a greater awareness of being drawn from the Museum's collection, so that objects are linked in greater detail to women/people</p>	

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

Priorities	Goals 2014-17	Performance Measures
<b>An exhibition program for the Old Gaol be established</b>	That interpretation of the men's cell block be developed through the use of oral histories so that the voices and stories of both former inmates and prisoners can be heard	

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

Priorities	Goals 2014-17	Performance Measures
<b>Enhance staff and volunteer capacity</b>	<p>Develop a training plan for staff and volunteers interested in the curatorial aspects of the Museum</p> <p>Facilitate those staff and volunteers to undertake skill development in the areas of video-making, oral history editing and archives research</p>	

**STRATEGY 5: To develop the Museum as safe, accessible and visually appealing complex**

Priorities	Goals 2014-17	Performance Measures
<b>Upgrade the car park</b>	<p>Upgrade the car park so it has a gravel base, set car parks, and also represents in some form the original appearance of the car park.</p> <p>Address drainage issues of the car park.</p>	
<b>Increase building accessibility</b>	<p>Complete a disability audit of the complex.</p> <p>Increase wheel chair accessibility of the Museum's buildings.</p>	