

FY21-23 Corporate Strategic Plan

Our Mission

To ignite wonder, inspire debate and drive change

Our Vision

To be a leading voice for the richness of life, the Earth and culture in Australia and the Pacific. We commit to transform the conversation around climate change, the environment and wildlife conservation; be a strong advocate for First Nations' culture; and continue to develop world-leading science, collections, exhibitions and education programs.

Our Strategic Priorities



Our Strategic Outcomes



1

Increase our visitation, reach and engagement with all that we do.



2

Be recognised as a landmark of scientific achievements in both research and collections.



3

Have strong relationships with First Nations communities across Australia and our neighbours in the Pacific region.



4

Increase our philanthropic and partnership revenue.