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

voice

EXPAND OUR REACH & INFLUENCE

We will deliver world class audience engagement initiatives to ensure that our innovation and discoveries translate into real world outcomes, and to inspire visitors to create value and solutions that have positive impacts.

content

DEVELOP OUR WORLD-LEADING SCIENCE AND COLLECTIONS

We will maximise and future-proof the value of our collections through better infrastructure and accessibility and increase our scientific impact through research initiatives, expeditions and partnerships.

DEVELOP ACTION AROUND CLIMATE CHANGE & SUSTAINABILITY

We will demonstrate leadership through science and public engagement to highlight societal and environmental challenges.

BE A CULTURAL LEADER & ADVOCATE FOR FIRST NATIONS HISTORY

We will be a world-leading cultural centre and trusted sharer of knowledge for Australia and the Pacific First Nations' stories and voices.

foundation

OPTIMISE OUR ORGANISATIONAL FOUNDATIONS

We will maximise our achievements and progress towards our Mission, Vision and Outcome objectives through a systematic process of assessment and optimisation of what we do, how we do it, how we assess our performance, and how we are structured. We will embed this process to deliver ongoing improvements.

Our Strategic Outcomes



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



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



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



Increase our philanthropic and partnership revenue.