



Strategic Plan, 2023-2028 (first adopted May 2017, updated October 2019 and 2023)

Preamble

ICOM Australia commits to the Vision, Mission and Values of ICOM Strategic Plan and aligns to the key strategies and priorities for the next five years. This includes promoting, supporting and advocating for our membership, the Asia-Pacific Regional Alliance and a commitment to support and promote the aspirations, issues and agencies of first nations communities in museums especially in the Asia Pacific region.

ICOM Strategic Plan 2023-28

Vision

By 2028 we will be a more transparent, agile, collaborative and democratic organisation supporting our network to meet the demands of a rapidly changing world.

ICOM Mission

We connect and represent museum professionals across the world and provide a network for sharing knowledge and practice.

We advocate at an international level for the vital role that museums play in supporting peaceful, healthy and sustainable communities.

ICOM Values

- We are international in outlook.

- We are professional in focus.
- We are collaborative in practice.

ICOM priorities and strategies

1. ICOM strengthens its position as a global voice for the international museum community.
 - a. Global positioning – international perspective as a trusted and objective voice for the museum sector.
2. ICOM implements best practice in governance and management.
 - a. Governance – best practice standards of governance and management
 - b. Financial principles – transparent and sustainable financial resources
 - c. Communication – transparent and accessible communication with membership being well informed
 - d. Diversity – diversity in governance, operations and engagement
3. ICOM leads a global museum network engaging with change.
 - a. Sustainable funding – recognition of the value of museums to society through sustainable government investment
 - b. Action on climate change - Commitment to 2030 agenda and sustainable development goals and specifically Goal 13 on climate change.
 - c. Digital futures – sector that uses digital to connect in new ways to communities, collection management
 - d. Leadership – leadership which is inspired, innovative and progressive with change
 - e. Decolonisation – leading global forum to clarify issues and best practice to decolonise museums

ICOM Australia Strategic environment

Key issues which will affect museums and their staff in Australia over the life of this strategic plan include:

- Ongoing implementation of the 10 Year Indigenous Road Map especially in relation to decolonisation.
- Implementation of Revive Cultural Policy.
- Ongoing variability of all levels of government funding and other support.
- An increased emphasis on diversifying revenue and own source revenue raising activity.

- Increasing pressures upon membership organisations in the 21st Century to remain relevant and sustainable advocates for members.
- Environmental threats, including the local impacts of climate change especially in Pacific region.

Key issues and developments which are impacting on museums internationally include:

- Dealing with the impact of climate change and sustainability on museum operations and practice through the application of Sustainable Development Goals and zero emissions targets.
- Actions to decolonise all aspects of museum and heritage practice.
- Global inequality and the shifting geopolitical order that is redescribing international relationships.
- The destruction and theft of heritage through the impact of natural disasters, war and illicit/illegal trade.
- Digital transformation of communication and collection access and management.
- The discussion and promotion of inclusive, respectful and socially diverse communities in museums.
- Changing understandings of tangible and intangible heritage.
- Changes to communications, technology and data management, in particular the use and impact of social media.

Strategic priorities

The Strategic Priorities of ICOM Australia will be achieved through annual implementation plans.

Focus Area	Strategies	Achieved through:
1. Global Voice	a. Global Positioning	<ul style="list-style-type: none"> • Provide bursaries to support members attending and contributing to international and domestic conferences. • Coordinate the ICOM Australia Partnerships Programs and other professional development opportunities such as ICOM -ITC, ICOM Australia/ICOM Singapore Partnership, PIMA. • Develop closer ties with ICOM National and International Committees, particularly those in near-neighbour regions. • Actively celebrate International Museums Day.
2. Best Practice	a. Governance	<ul style="list-style-type: none"> • Implement succession plan for ICOM Australia Board that ensures diversity of representation.

	b. Financial principles	<ul style="list-style-type: none"> • Implementation of improved Membership Systems and enhanced reciprocal benefits. • Foster and support the MoU and close relationships with AMaGA and Blue Shield Australia. • Developing other revenue streams and opportunities.
2. Best practice	c. Communication d. Diversity	<ul style="list-style-type: none"> • Disseminate information and encourage debate through: <ul style="list-style-type: none"> ○ various communications channels such as regular e-newsletters and the ICOM Australia website; and ○ events and programs such as presence at AMaGA annual conferences and ICOM Australia programs and events as resources become available. ○ encourage participation in conferences and meetings held by international committees amongst members. ○ Seek volunteers to help enhance and enliven the website with relevant content. • Recognition of excellence and advocacy via the ICOM Australia Annual Awards for individuals and institutions. • Drive membership by keeping ICOM Australia visible; communicating effectively with existing members; ensuring servicing of existing members is effective and timely.
3. Global Network	a. Sustainable funding	<ul style="list-style-type: none"> • Implement and review the Membership Plan. • Target membership expansion especially to institutional and supporting members categories. • Development and implementation of membership marketing strategy.
	b. Climate change c. Digital Futures	<ul style="list-style-type: none"> • Key focus for advocacy, knowledge sharing and supporting research projects and alliances that focus on these key issues e.g., Pacific Training Pilot in collaboration with NZ and regional partners
	d. Leadership	<ul style="list-style-type: none"> • Offer Travel Fellowship for emerging museum professionals to undertake research projects especially in Asia Pacific region.

		<ul style="list-style-type: none"> • Support election and service of people from region on ICOM international committees, working groups, standing committees and Executive Board. • Advocacy to ICOM Paris on behalf of members to improve services and representations on issues. E.g., digital membership card. • ASEAN Training Conservation Workshop developed with ICOM Singapore deliver initial workshop May 2023. • Advocate for members and sector with government policy makers e.g., Revive National Cultural Policy. • Participate and actively support sector initiatives including GLAM Peak, the Indigenous Roadmap and other sector based and aligned national and international forums.
	e. Decolonisation	<ul style="list-style-type: none"> • Active engagement in the Asia Pacific Regional Alliance to assist in programs and forums to address issues of decolonisation for collections and communities. • Develop and sponsor key presentations at ICOM General Assembly and at relevant conferences and forums for members on these key issues for Australia and Asia Pacific.