

Mount Gambier Aviation Museum

Strategic Plan 2024-2027



*Elevating Heritage, Empowering Community:
Together We Soar*



EXECUTIVE SUMMARY..... 2

INTRODUCTION..... 3

STATEMENT OF PURPOSE 4

ENVIRONMENTAL ANALYSIS 5

GOALS AND OBJECTIVES 9

STRATEGIC AND INITIATIVES 13

RESOURCE ALLOCATION 16

MONITORING AND EVALUATION 17

RISK MANAGEMENT 19

COMMUNICATION AND STAKEHOLDER ENGAGEMENT 20

APPENDICES..... 21

Executive Summary

This executive summary provides an overview of the strategic plan developed for the establishment and growth of the Mount Gambier Aviation Museum. Through a collaborative effort and structured planning process, we have outlined key objectives, strategies, and action items to guide our journey.

Purpose and Process: The strategic plan aims to lay a robust foundation for the museum's long-term success and sustainability. It outlines a structured approach to achieve our mission and vision while addressing key challenges and leveraging opportunities in the aviation heritage sector.

Mission and Vision: Our museum's mission is to preserve and showcase the rich aviation heritage of our region while fostering education, community engagement, and cultural enrichment. Our vision is to become a premier destination that celebrates aviation history, inspires future generations, and contributes to the local community's cultural fabric.

Goals and Strategies: Aligned with our mission and vision, our strategic plan delineates goals in areas such as historical exhibits, interactive experiences, community engagement, funding, and operational excellence. Strategies encompass developing immersive exhibits, fostering partnerships, leveraging digital technologies, and ensuring financial sustainability.

Key Priorities and Action Items: Key priorities identified include enhancing visitor engagement, establishing educational programs, securing funding and sponsorships, and cultivating stakeholder relationships. Action items range from creating historical exhibits to developing communication plans and initiating outreach programs.

This strategic plan serves as a roadmap to guide the Mount Gambier Aviation Museum's development, ensuring that we achieve our objectives while staying adaptable to evolving circumstances. By focusing on our mission, leveraging strategic partnerships, and implementing innovative initiatives, we are poised to create a lasting impact in the aviation heritage landscape.

Introduction

Australia's Aviation Heritage

Australia boasts a rich aviation legacy that spans over a century, signifying a pivotal link to global connectivity and national identity. The historical significance of aviation in promoting economic growth, fostering regional connectivity, and contributing to national defence cannot be overstated. The Limestone Coast has particularly played a vital role in Australia's aviation narrative, with a heritage that extends from early aviation displays to pivotal roles during World War II and post-war advancements in commercial air services.

Community Aviation Museums

Despite the vibrant aviation heritage, Australia lacks a centralised National Aviation Museum comparable to other sectors such as maritime or military history. Instead, the landscape features a diverse array of community-run aviation museums, each offering a unique thematic focus and contributing to the broader narrative of aviation history.

Adding Our Voice

Driven by a passion for preserving and celebrating this rich heritage, a small but dedicated group of aviation enthusiasts within our community initiated discussions about establishing an aviation museum. Over time, our group has grown in number and expertise, culminating in the development of this strategic plan. Through numerous meetings, consultations, and collaborative efforts, we have crafted a roadmap that outlines our mission, vision, goals, and strategies to realise our dream of creating a dedicated space to showcase our region's aviation legacy. This strategic planning process reflects our commitment to thoughtful and informed decision-making as we embark on this exciting journey of bringing our aviation heritage to life for future generations to appreciate and cherish.

Statement of Purpose

Mission Statement

To collect, preserve, and promote the rich aviation heritage and history of the geographical area of the Limestone Coast, South Australia, and Western Victoria. Our mission is to tell the compelling stories of our region's aviation contributions, from early aviation displays to wartime service, commercial air services, and the role of emergency services like the Royal Flying Doctor's Service and Fire Aerial Protection. We are dedicated to engaging with the local community, schools, aviation enthusiasts, and stakeholders to ensure that these stories are preserved for future generations and that the museum becomes a focal point for celebrating our shared aviation heritage.

Vision Statement

Our vision is to establish a dynamic and participatory aviation museum that not only preserves the legacy of our region's aviation heritage but also fosters community pride, engagement, and understanding. We envision a museum that showcases historical exhibits and recognition programs, provides interactive and educational experiences for visitors of all ages, and serves as a hub for cultural exchange, research, and collaboration. Through strategic partnerships, innovative programming, and digital initiatives, we aspire to become a national leader in aviation heritage preservation and storytelling, contributing significantly to Australia's aviation history narrative.



1 - Mount Gambier Airport - Through the Years

Environmental Analysis

SWOT Analysis

<p>Strengths</p> <ul style="list-style-type: none"> • Expertise, passion, and experience of the committee members in aviation heritage, museum management, fundraising, etc. • Strong community connections and support for the museum project. • Access to resources such as volunteers, potential donors, and local partnerships. • Commitment to the museum's mission and vision. • Existing organisational structure, roles, and responsibilities within the committee. 	<p>Weaknesses</p> <ul style="list-style-type: none"> • Limited financial resources and funding challenges. • Lack of experience or skills in certain areas (e.g., marketing, digital engagement, exhibit design). • Time constraints or availability issues among committee members. • Potential conflicts or communication gaps within the committee. • Need for additional training or capacity-building in specific areas.
<p>Opportunities</p> <ul style="list-style-type: none"> • Growing interest in aviation heritage among the local community and broader audiences. • Potential partnerships with local schools, historical societies, aviation organisations, and tourism boards. • Availability of grants, sponsorships, and funding opportunities for heritage and cultural projects. • Advancements in technology for digital engagement, online collections, and interactive exhibits. • Supportive regulatory and policy environment for heritage preservation and museum development. 	<p>Threats</p> <ul style="list-style-type: none"> • Competition for funding from other cultural or heritage projects in the region. • Economic downturns or shifts impacting tourism and visitor spending. • Changing demographics or shifting interests affecting museum attendance and engagement. • Regulatory challenges or compliance issues related to museum operations. • Potential risks from external events such as natural disasters, pandemics, or political changes impacting the museum's operations.

Audience Segment

The Mount Gambier Aviation Museum will be strategically situated on the outskirts of Mount Gambier, South Australia's second-largest city, within the District Council of Grant. This area which currently lacks a major museum focusing on aviation history. While there are nearby museums like The Port MacDonnell & District Maritime Museum and the Nangwarry Forestry & Logging Museum, our museum aims to complement them by showcasing the region's rich cultural heritage, particularly in aviation. We envision creating synergies with local cultural institutions to offer diverse experiences and contribute to preserving and celebrating the unique heritage of our region.

Local Community:

- Residents of the Limestone Coast region in South Australia and Western Victoria.
- Families, students, and individuals interested in local history and aviation heritage.
- Community groups, schools, retirement villages, PROBUS clubs, scout groups, and car clubs.

Aviation Enthusiasts and Professionals:

- Members of the local, state, and national aviation communities.
- Pilots, aviation historians, collectors, and industry professionals.
- Visitors interested in aviation-related experiences, including fly-in days, airshows, and cockpit tours.

Tourists and Visitors:

- Domestic and international tourists interested in cultural and heritage attractions.
- Travelers exploring regional attractions and historical sites.
- Families seeking educational and interactive experiences during their travels.

Stakeholder Analysis

Local Authorities and Government Agencies:

- Councils and local government bodies responsible for heritage preservation and tourism promotion.
- Aviation regulatory authorities and agencies overseeing airport operations and safety.



Educational Institutions:

- District schools and educational organisations interested in incorporating aviation history into their curriculum.
- Universities and research institutions involved in historical research and educational programs.

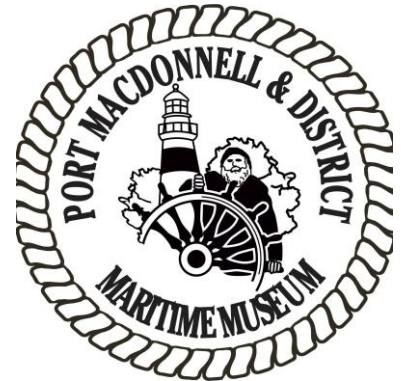
Aviation Organisations and Businesses:

- Airlines operating or have operated in the region, such as QANTASLink, Rex, O'Connor Airlines, and Airlines of South Australia.
- Aviation associations, Air Cadets, clubs, and professional bodies supporting aviation interests.
- Aircraft manufacturers, maintenance providers, and aviation-related businesses.



Community Groups and Historical Societies:

- Local history groups, museums, and heritage organisations interested in collaborating on historical exhibits and programs.
- Veterans' associations, RSL, ex-service personnel, and descendants of WW2 service members associated with the RAAF base.



Tourism and Cultural Entities:

- Tourism boards, agencies, and visitor information centers promoting regional attractions and experiences.
- Cultural institutions, museums, and galleries with shared interests in preserving and promoting aviation heritage.

Volunteers and Supporters:

- Potential volunteers interested in contributing to museum activities, programs, and events.
- Supporters, donors, sponsors, and patrons providing financial and in-kind support for museum initiatives.

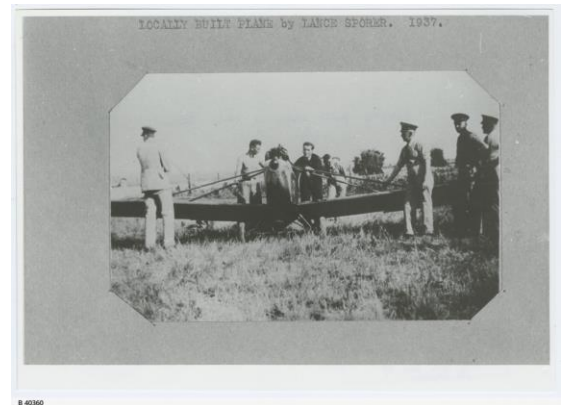


AVIATION
MUSEUM
 National Network

Goals and Objectives

Mission and Vision Goals:

- Preserve and promote the heritage and history of aviation in the geographical area of the Limestone Coast, South Australia, and Western Victoria.
- Contribute to Australia's aviation heritage by adding our region's unique stories and experiences to the national narrative.
- Enhance community pride, belonging, and engagement through shared heritage and cultural celebrations.



2 - Locally built aeroplane by Lance Sporer at the Mount Gambier Aerodrome (1937)

Objectives related to Collection and Preservation:

- Collect and preserve artifacts, documents, and stories related to aviation history in the region.
- Establish a research facility and open archives to facilitate historical research and educational programs.

Engagement and Outreach Goals:

- Engage with the local community, history groups, schools, and aviation stakeholders to gather stories, memories, and insights.
- Connect with national and international aviation communities, airlines, and professional associations to share our region's aviation history.

Exhibit and Programming Objectives:

- Develop historical exhibits and recognition programs to honour individuals and organisations that contributed to aviation history in the region.
- Create interactive and educational experiences for visitors, including 3D models, training videos, simulations, and hands-on exhibits.
- Organise outdoor and family-friendly activities such as fly-in days, airshows, engine run days, walking tours, and an aviation-themed playground.



3 - Modern Aircraft Simulator

Resource and Sustainability Goals:

- Secure funding through sponsorships, donations, memberships, events, and partnerships to sustain museum operations.
- Establish a strong organisational structure with defined roles, responsibilities, and governance support.
- Ensure operational sustainability through revenue-generating activities, such as entry fees, venue rental, merchandise sales, and collaborations.

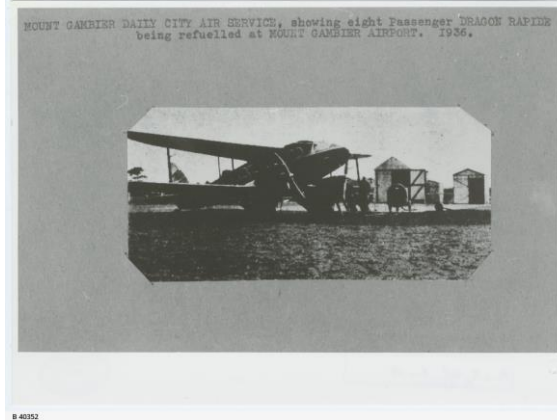
Community Impact and Tourism Goals:

- Preserve local history and artifacts to safeguard heritage and promote understanding across generations.
- Boost community pride and civic engagement by involving volunteers and fostering lifelong learning experiences.
- Position the museum as a focal point for tourism promotion, attracting visitors to the region and contributing to economic growth.

Three-Month Goals

In the first three months of our museum project, our primary focus is to lay a strong foundation that aligns with our long-term vision. We aim to engage our community, initiate key projects, and set the stage for future growth and success.

Produce a captivating photo board featuring old photos related to the airport's history, showcasing its evolution and significance.



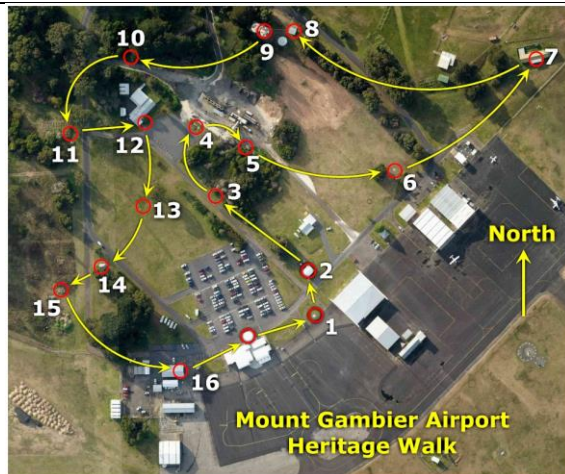
Mount Gambier To Hold Aviation Day

MOUNT GAMBIER.—Arrangements have been made by a representative of Australian Aerial Services, Limited (Mr. C. Clark) in conjunction with the mayor (Mr. W. Hay) and members of the town council and the local firm of Messrs. May and Davis to conduct an aviation day here on May 21.

In addition to the day's programme, which will include the official declaration of Mount Gambier as a port of call for planes on the Melbourne-Adelaide service by the mayor (Mr. W. Hay), an aviation ball will be held at night.

Write and publish three articles highlighting an aspect of the airport's history in local publications or on the museum's website, fostering interest and knowledge among the community.

Plan and develop a walking trail around the airport area, incorporating historical markers and information to provide visitors with an interactive and educational experience.



2027 Vision

In 2027, our museum will have become a cherished repository of our local heritage, connecting our community to its rich history and cultural identity. We envision a future where:

- Our museum's exhibits and initiatives have become integral parts of our community's cultural landscape, fostering a deeper appreciation for our shared history.
- Public awareness and appreciation for our region's unique historical narratives have grown significantly, with a renewed sense of pride and connection among residents.
- Our educational programs and outreach efforts have engaged and inspired more young people to explore and learn about our distinctive heritage, ensuring that future generations carry forward our stories and open opportunities for careers in aviation.
- Our museum is widely recognised and celebrated as a vital institution, known for its commitment to preserving and sharing the aviation heritage of the Limestone Coast for generations to come.



4 - South Australian Aviation Museum, Port Adelaide

Strategies and Initiatives

Engagement and Outreach Strategies:

Strategy: Establish strong partnerships with local community groups, schools, and historical societies to gather stories and memories related to aviation heritage.

Initiatives:

- Conduct outreach programs to schools, retirement villages, PROBUS clubs, scout groups, and car clubs to engage them in aviation history.
- Collaborate with local history enthusiasts and organisations to design exhibits and educational materials.

Exhibit and Programming Strategies:

Strategy: Create engaging and interactive exhibits and programs that showcase the region's aviation history and achievements.

Initiatives:

- Develop historical exhibits honouring individuals and organisations associated with the RAAF base, airlines, and emergency services.
- Design interactive experiences such as a 3D printed scale model of the RAAF base, functional radio tower simulations, and training videos showcasing aviation milestones.
- Incorporate hands-on exhibits, workshops on model replicas and engines, and QR codes for exhibit-related stories and collections.



5 - WW2 RAF Base Model

Community Engagement and Research Strategies:

Strategy: Utilise digital platforms and educational tools to connect with the community, schools, and online audiences interested in aviation history.

Initiatives:

- Create an online collection portal to share artifacts, photos, stories, and archival materials with other museums and the public.
- Develop educational components for school visits, including 3D modeling, wall murals, and coding programs related to aviation themes.
- Establish a research facility within the museum to facilitate historical research giving access to archives and the ability to contribute to archives.

Outdoor and Family-Friendly Activities Strategies:

Strategy: Organise large events and family-friendly activities to attract visitors and create memorable experiences.

Initiatives:

- Host fly-in days, airshows, and engine run days to showcase historical and modern aircraft.
- Conduct open days where visitors, especially children, can explore cockpits, experience flight simulations, and participate in aviation-themed activities.
- Develop a walking tour around the airport, highlighting historical landmarks and buildings related to aviation.



Resource and Sustainability Strategies:

Strategy: Diversify revenue streams and establish operational sustainability through partnerships, sponsorships, and fundraising efforts.

Initiatives:

- Seek sponsorships, donations, and grants from local businesses, aviation stakeholders, and government agencies to support museum operations.
- Implement membership programs, entry fees, and merchandise sales to generate ongoing revenue.
- Explore collaboration opportunities with tourism boards, councils, and professional associations to promote the museum and attract visitors.

Preservation and Recognition Strategies:

Strategy: Preserve historical buildings, artifacts, and aviation equipment to honor past contributions and ensure long-term heritage conservation.

Initiatives:

- Develop plans for preserving original buildings and artifacts related to the RAAF base, airlines, and firefighting services.
- Create recognition programs such as an honor roll for WW2 service personnel, exhibitions for airlines and firefighting aircraft, and displays of CFS equipment.



WORLD WAR II R.A.A.F. BASE MOUNT GAMBIER 1941-1945 No. 2 Air Observers School

In memory of

G. D. ABBOTT Lac	L.L. ANDREW Lac
D. L. BAULDERSTONE F/Sgt	J. CAMPBELL Sgt
V.V.DARBY P/O	B.J. EATON F/Sgt
D.R.J. EDWARDS Sgt	W.R.B. FENTON Lac
W.N.H. FLEMING Sgt	C.T. FLETCHER Lac
G.W. HOLMAN P/O	E.H. ILLINGWORTH F/Sgt
V.K. JORDON Sgt	N.T.KRUCK Lac
B.C. LADYMAN Lac	D.A. LENIHAN Sgt
H.N. LORD F/Sgt	J.H. MACLELLAN F/Sgt
E.O. MILFORD Lac	J.E. MOORHOUSE Sgt
G.K. PEACOCK F/Lt	H.W. RASH P/O
L.F.G. SEABROOK F/O	E.C. SNELL Lac
M.A. THIELE Sgt	J.T. WALTON F/O
	B. WATSON F/O

Per Ardua Ad Astra - "Through Adversity To The Stars"

Resource Allocation

Organisational Structure

Our organisational structure (Appendice 1) reflects our current stage, showcasing our core team and their roles in managing and developing our museum. As we continue to grow and attract more volunteers and supporters, we envision expanding our organisation structure to accommodate new roles and responsibilities. This progression aligns with our goal of building a strong and sustainable foundation for our museum, ensuring effective management and operational excellence.

Financial Position

The process for developing a full budget for our museum is currently in development. As we embark on this journey, we've identified various funding avenues that will sustain the museum:

- **Grants:** Exploring opportunities for grants from government bodies, cultural institutions, and heritage councils.
- **Sponsorships/Donations:** Engaging with businesses, aviation organisations, local government, and philanthropic entities for support.
- **Entry Fees/Memberships:** Offering visitors the option of memberships and entry fees to generate regular revenue.
- **Museum Shop/Merchandise:** Creating a shop with aviation-themed products and souvenirs.
- **Events/Fundraisers:** Hosting special events/fundraisers to attract donations.
- **Crowdfunding Platforms:** Utilising online platforms to raise funds from a wider audience.
- **Venue Rental:** Generating income through renting out museum spaces for events or functions.
- **Collaboration and Partnerships:** Partnering with other museums, institutions, and businesses for joint initiatives and funding opportunities.
- **Endowments:** Establishing long-term investment funds to support ongoing operations and initiatives.

Monitoring and Evaluation

Key Performance Indicators

The following pillars will serve as the foundation for measuring our success and ensuring the long-term sustainability and prosperity of our museum. These core areas will guide our Key Performance Indicators (KPIs), reflecting our commitment to comprehensive evaluation and growth.

Community Engagement

Evaluate the museum's outreach efforts and involvement with the local community and stakeholders.

Financial Performance

Evaluate the museum's financial health and efficiency in managing resources and revenue streams.

Exhibition and Program Effectiveness

Assess the impact and success of exhibitions and educational programs in achieving their intended goals.

Educational Impact

Gauge the effectiveness of educational initiatives in promoting learning and engagement among visitors.

Visitor Engagement

Measure the level of interaction and satisfaction of visitors with museum exhibits and programs.

Operational Efficiency

Measure the effectiveness and efficiency of internal processes and resource management.

Communication Effectiveness

Assess the success of communication strategies in reaching and engaging the target audience, including marketing efforts.

Sustainability

Evaluate the museum's efforts in environmental sustainability, financial resilience, and long-term viability.

Evaluation Plan

The following mechanisms outline our approach to evaluating the effectiveness of our strategies and initiatives as our museum progresses. While specific evaluation methods may develop further as we grow, these foundational elements will guide our efforts in assessing performance, gathering feedback, fostering continuous improvement, and ensuring alignment with our mission and goals.

Regular Reviews

Conduct periodic reviews of museum operations, programs, and initiatives to assess performance and identify areas for improvement.

Feedback Mechanisms

Implement feedback mechanisms such as surveys, comment boxes, and visitor feedback forms to gather input from visitors, stakeholders, and volunteers.

Benchmarking

Compare the museum's performance and metrics against industry standards and similar institutions to gauge progress and identify areas of excellence or improvement.

Stakeholder Engagement

Involve stakeholders, including volunteers, staff, committee members, and community partners, in evaluation processes to gather diverse perspectives and insights.

Adaptive Approach

Maintain flexibility in evaluation methods and metrics, allowing for adjustments and refinements as the museum evolves and grows.

Continuous Improvement

Use evaluation results to drive continuous improvement efforts across all aspects of museum operations, programs, and services.

Documentation

Maintain comprehensive records of evaluation findings, actions taken based on evaluations, and outcomes achieved to track progress over time and inform future decision-making.

Risk Management

As part of our commitment to effective risk management and organisational resilience, we will employ a structured approach to identify and assess key risks that could impact the successful implementation of our strategic plan. Our risk management process will involve analysing risks using a risk matrix, categorising them based on their severity and importance, and prioritising appropriate risk treatment strategies. Regular review and adaptation of our risk management framework will ensure that we remain vigilant and responsive to emerging challenges, ultimately safeguarding the long-term success and sustainability of our museum. The following risks have been identified:

- Financial Constraints
- Lack of Community Engagement
- Competitive Environment
- Operational Challenges
- Technological Obsolescence
- External Events and Disruptions
- Regulatory Compliance
- Sustainability Challenges
- Changing Visitor Preferences
- Partnership Risks

Communication and Stakeholder Engagement

Communication Plan

We will implement a robust communication plan to ensure effective dissemination of our strategic plan to both internal and external stakeholders. Our communication channels will include regular updates on our website, engaging content on our Facebook channel, and targeted communication via our email list. In addition, we will conduct regular meetings to keep our team, museum members, donors, partners, and the community informed about our progress and strategic initiatives. This multi-channel approach will facilitate transparent and timely communication, fostering collaboration and alignment with our museum's vision and goals.

Stakeholder Engagement

In addition to our communication channels, we are committed to fostering meaningful stakeholder engagement throughout the implementation of our strategic plan. Our approach to stakeholder engagement includes regular meetings, workshops, and feedback sessions with staff, volunteers, donors, partners, and the wider community. By actively involving stakeholders in decision-making processes, seeking their input, and fostering collaboration, we aim to build strong relationships, garner support, and ensure alignment with our museum's mission and objectives. This inclusive approach to stakeholder engagement will enhance transparency, trust, and mutual understanding, driving the success of our initiatives and strengthening our impact within the community.

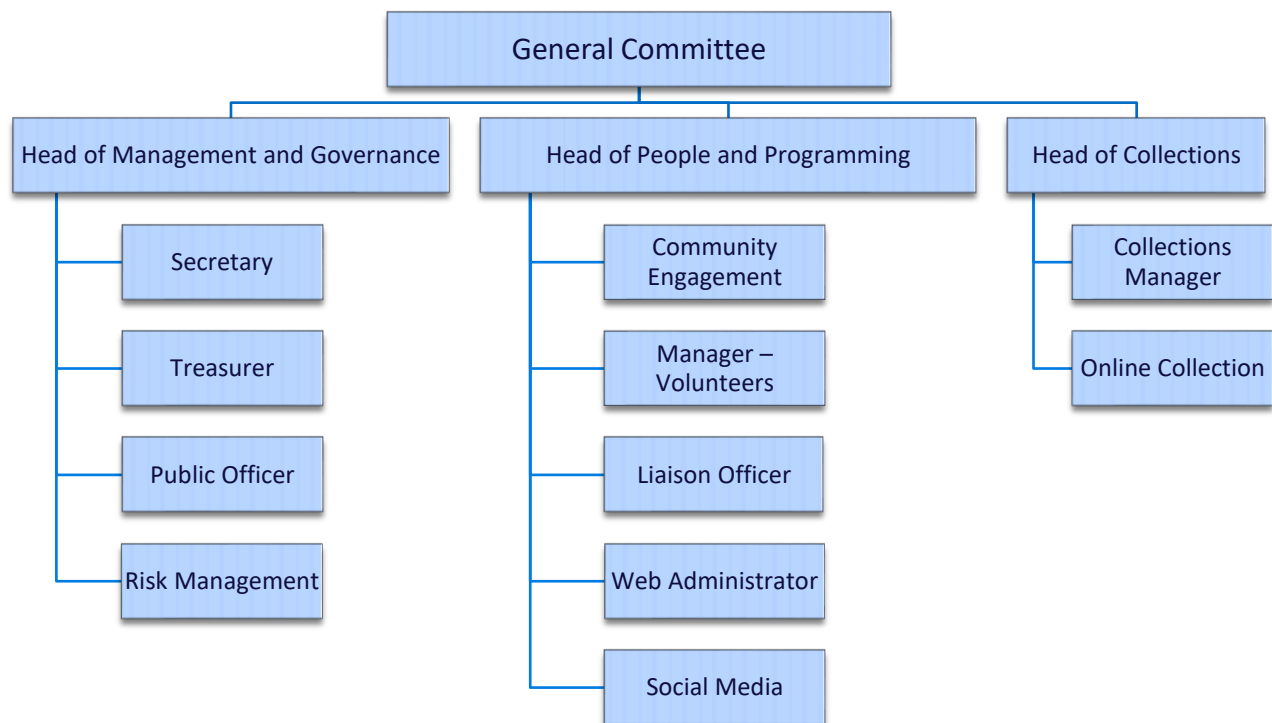
Collaboration and Partnerships

We recognise the importance of collaboration and partnerships in achieving our strategic goals and maximising the impact of our museum. We are actively seeking opportunities to collaborate with local organisations, cultural institutions, educational bodies, aviation enthusiasts, and businesses that share our vision and values. These collaborations may include joint programs, shared resources, co-hosted events, and mutually beneficial initiatives. By fostering strategic partnerships, we aim to leverage collective expertise, expand our reach, access additional resources, and create enriching experiences for our visitors and stakeholders. Through these collaborative efforts, we envision creating a vibrant ecosystem that promotes cultural heritage, educational excellence, and community engagement, reinforcing our position as a vital contributor to the region's cultural and historical landscape.

Appendices

I - Organisational Structure

Our organisational structure reflects our current stage of development as we lay the foundation for our museum project. As we anticipate the growth and expansion of our museum, our structure will evolve to accommodate new roles, responsibilities, and expertise. We envision a dynamic organisation where more individuals will join us, bringing diverse talents and perspectives to enhance our impact and reach. Our structure will adapt and grow alongside the museum, fostering a culture of collaboration, innovation, and excellence as we strive to achieve our goals and serve our community.



2 - Strategic Focus Areas

As we embark on this transformative journey with our museum project, we recognise the dynamic and evolving nature of our goals and initiatives. Our strategic focus areas represent key priorities that guide our vision for creating a vibrant and engaging museum experience. While these priorities provide a roadmap for our efforts, we remain committed to being adaptive and agile in our approach. We understand that circumstances may change, opportunities may arise, and new challenges may emerge along the way. Therefore, our strategies and actions will be flexible, responsive, and continually refined to ensure that we maximise our impact and meet the evolving needs of our community and stakeholders. With a spirit of innovation and collaboration, we are poised to create a lasting legacy that celebrates our local heritage and enriches the lives of all who engage with our museum.

1. Historical Exhibits and Recognition:

- Create an honor roll of WW2 veterans who trained at the airport.
- Recognise and connect with descendants of the 4,000 service personnel who called Mt Gambier Airport home.
- Display historical information and exhibits about the Royal Australian Air Force (RAAF).
- Showcase historical information and exhibits about airlines like QANTASLink, Rex, O'Connor Airlines, and Airlines of South Australia.
- Preserve original buildings and artifacts related to aviation history in the region.
- Establish a building to house historical aircraft for public viewing.

2. **Interactive and Educational Experiences:**

- Develop a 3D printed scale model of the RAAF base as it once looked.
- Display real data from WW2 training activities.
- Create a functional radio tower exhibit with airport calls and training videos.
- Design interactive exhibits showcasing the role of airlines, Fire Aerial Protection, and personal aviation stories.
- Develop educational workshops for schools and community groups.
- Display model replicas and conduct engine demonstrations.
- Design general hands-on exhibits to engage visitors.

3. **Outdoor and Family-Friendly Activities:**

- Host fly-in days and airshows to engage aviation enthusiasts and the general public.
- Organise engine run days to showcase historical aircraft.
- Establish a walking trail around the airport with historical landmarks and aviation facilities.
- Create an aviation-themed playground for families and children to enjoy.

4. **Community Engagement and Research:**

- Conduct outreach programs to schools, retirement villages, clubs, and organisations.
- Collaborate with Air Cadets and Men's Shed for educational and hands-on activities.
- Develop educational components for school visits, including 3D modeling and coding programs.
- Establish a research facility within the museum for historical research and access to archives.
- Collaborate with other museums and institutions to share collections and resources online.

5. **Funding, Support, and Financial Management:**

- Seek seed funding and support for incorporation, governance, and project management.
- Develop a comprehensive fundraising strategy, explore partnership opportunities, and diversify revenue streams.
- Implement cost-saving measures and conduct regular financial reviews and audits.

6. **Digital Engagement, Education, and Inclusivity:**

- Embrace digital technologies for enhanced visitor experiences and online engagement.
- Design educational programs and invest in curatorial excellence.
- Ensure accessibility and inclusivity in facilities and programs.
- Develop a user-friendly website and social media strategy to reach a wider audience.

7. **Long-Term Sustainability and Planning:**

- Develop a sustainability plan encompassing financial resilience and green initiatives.
- Provide staff training for long-term organisational resilience and capacity building.



*Elevating Heritage, Empowering
Community: Together We Soar*

Adoption and Review Date

Adopted	09/04/2024
Signed	<i>C S J Holden</i> Chairperson
Next Review	09/04/2025