

## Strategic Planning in a Museum Environment

(From Museums Australia, Vic Branch, Museum Accreditation Workbook)

A current Strategic Plan for your museum (can be known as a Forward Plan or Business Plan)

The plan should include

1. Statement of Purpose
2. Date for review
3. A 'swot' analysis which is a lists of the strengths, weaknesses, opportunities and threats for the museum
4. Goals for the longer term (3-5 years)
5. A current 1 year action plan

(An action plan covers what you intend to do, who is responsible for achieving it, when it should be done by and any budget requirements for this task)

### TIPS

Do you have any long or short term goals to

- Promote your exhibitions, activities and events
- Attract or work with particular community groups or audience types
- Improve to the way the collection is stored or cared for
- Raise funds, get sponsorship
- Improve the building or overall site
- Reduce risks to the museum, eg improve security
- Recruit new people to the Committee or on volunteer projects
- Identify and research significant items in the collection,
- Resolve long term loans, de-accession some items, catalogue a particular group of items etc

**Note** your plans for exhibitions, activities and events will be covered in a separate 'Interpretation Plan'(section B), which you can incorporate into this plan, or make reference to as an accompanying document.

The Strategic Plan must include goals relating to the first three points above; as this stream of MAP does not require separate marketing and preventive conservation plans they are included in the overall Strategic Plan

*References: Jennifer Colbert, Strategic planning Manual, Museums Australia Inc 1998*

*Museums Australia Inc Caring for Our Culture: Guidelines for museums , galleries and keeping places, 1998*

*Museum Methods: a practical manual for managing museums 2002, chapter details*