



**Celebrating Canterbury, discovering the world. For us and our children after us**  
**Waitaha-kōawa-rau, ka whakanuia; Te-ao-whānui, ka tūhuratia. Mā tātou ko ngā uri e whai ake nei**

## Strategic Plan 2016 – 2020

### About us

#### Canterbury Museum

This plan builds on a proud history. In 2017 we will celebrate 150 years since Sir Julius von Haast founded the Museum. Three years later in 2020 we will mark the 150th anniversary of our life on Rolleston Avenue in central Christchurch.

#### What we do Ko te wāhi ki a mātou

Canterbury Museum acquires and cares for worldwide collections of human and natural history, with a focus on Canterbury and the Antarctic.

Access to these collections drives research, inspires learning and ignites imagination through stories that surprise and delight our visitors.

#### The values we live by Ō Mātou Tikanga

- We ENGAGE positively with our visitors.
- We work COLLABORATIVELY with each other and with our communities.
- We are ACCOUNTABLE for what we do.
- We always act with INTEGRITY.

### The Plan & Monitoring Progress

This plan sets out our priorities for the next four years and aims to direct and inform the Museum's annual work plans. Specific performance measures will be set in each Annual Plan. The Strategic Plan covers:

- The Museum Project to upgrade our Buildings
- Our Community, National and Global Engagement
- The Knowledge Base of Collections and Research
- Our Professional and Committed Team.

#### Our key focus for the next four years

Working with local communities to tell stories important to Canterbury.

### The Museum Project

#### Our goal

By 2020 we will be actively working towards a redeveloped and earthquake protected building that will underpin the key aspirations and priorities of this plan and reinforce our service to the community for the next 100 years. The Project provides an opportunity to save, restore and protect vital parts of the Museum and to design, develop and build new areas. Together, the existing and proposed new structures will reflect our history and heritage and our own vision of what we want the Museum to be – a world-class facility with the capabilities that allow us to host major international exhibitions, share our treasures and celebrate all that makes Canterbury and New Zealand great.

#### To achieve this we will:

- Secure stakeholder and public support for The Museum Project
- Obtain funding and approvals for The Museum Project
- In Year 1, plan for and pack the entire contents of the Museum and decant to another building
- In Years 2, 3 and 4 while we are out of our building carry out three major projects:
  - Mount a reduced scale visitor attraction elsewhere – a temporary museum
  - Attempt to complete a full inventory of the collection on the Vernon database
  - Plan and create a new visitor experience for our return to the redeveloped Museum
- In Year 5, move back into the building and set up and open a new visitor experience as a priority, with the collections to follow.



## Relevant Community, National and Global Engagement for Current and Future Generations

### Our 2020 goal is:

#### A Hub of Learning

*We are the leading life-long learning hub for New Zealand and beyond on the history and natural history of Canterbury and the Antarctic.*

#### Exciting and Compelling

*We are a must-see destination for visitors and the community alike, with a reputation for providing an informative, entertaining, dynamic and first-class experience, whilst still retaining the essence of our unique heritage.*

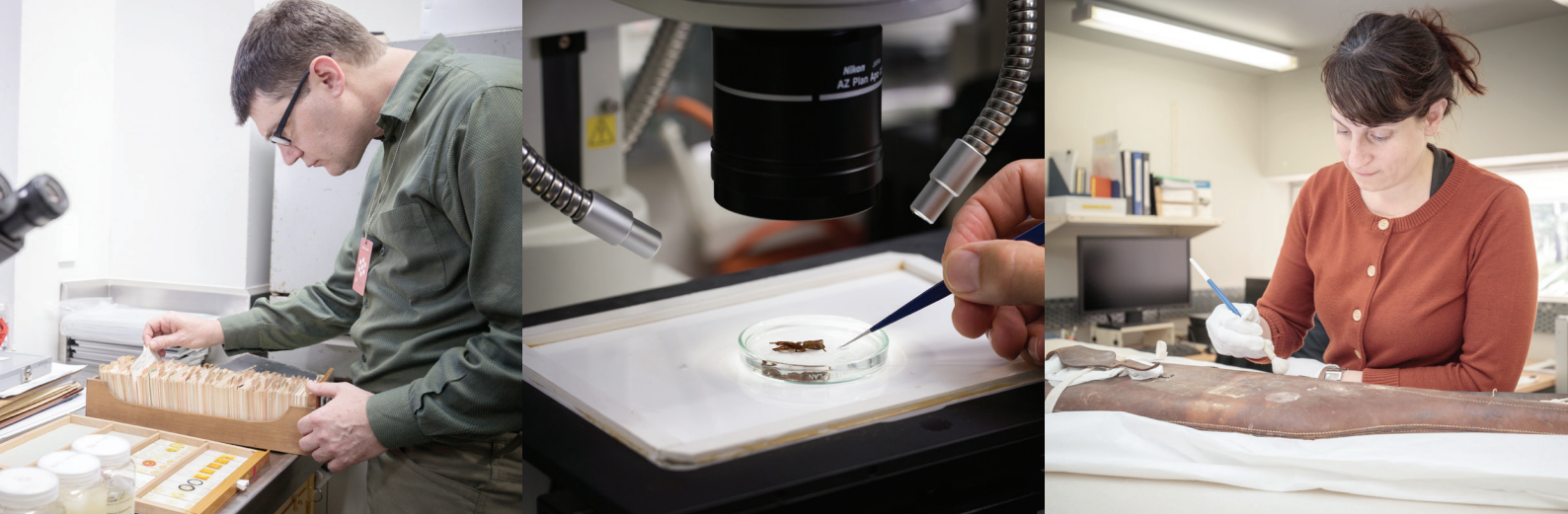
#### Engaged with the Community

*Our local multi-cultural and diverse communities continue to support us as they see us as a cornerstone of Canterbury and Antarctic history.*

### To achieve this we will:

- Reduce any barriers to enable easy access to our learning programmes
- Strengthen links with other learning providers and museum professionals
- Offer a regular and sought after series of public programmes.
- Ensure our community and visitors are at the heart of everything we do
- Develop communication and marketing strategies promoting the Museum (and *Quake City*) as a must-see destination
- Enhance our website and social media to provide online visitors with a first class experience
- Introduce practical ways to make our stories and collections meaningful and accessible to non-English speakers
- Ensure external tour providers are interpreting exhibitions accurately.
- Find opportunities to strengthen the Canterbury community voice in the Museum
- Embed Maori perspectives in everything we do
- Involve Ngai Tahu in planning our exhibitions and public programmes where appropriate
- Seek input from our visitors and community in preparing an exhibition plan for the redeveloped Museum
- Make our spaces more available as venues for community use.





## Globally Significant Knowledge Base of Collections and Research

### Our 2020 goal is:

#### Inspiring Collections

*Our communities will know the strength and breadth of their well-cared for, well-documented and well-organised collections.*

#### A Trusted Adviser and Partner

*We are trusted by our local communities to share in their events, stories and treasures and to keep them safe and secure for future generations. Our research, expertise and opinions are sought locally, nationally and globally.*

#### Research that makes a Difference

*We are continually building our knowledge base in areas that make us a respected and sought after authority.*

### To achieve this we will:

- Make strategic acquisitions that add to the richness of our world-class collections
- Develop a programme to add remaining collection items to our database
- Make our collections more accessible, particularly online and raise awareness of their breadth and strength.
- Strengthen our partnership with local community groups and their respective taonga
- Build stronger and mutually beneficial relationships with local and other New Zealand museums
- Provide advice and support in our areas of expertise to our communities.
- Ensure our research is prioritised to add value to our collections
- Encourage new research areas relevant to our community that will inform our future collecting
- Continue to seek grants to fund new and ground-breaking research
- Make our research results easily accessible
- Be sought after as a research destination by visiting researchers and academics, including postgraduate students.



## Professional and Committed Team with First-Class Facilities and Systems

### Our 2020 goal is:

#### Our People

*Our people enjoy coming to work and the people they work with. They feel safe, respected and valued.*

#### Well Resourced

*We have a strong funding base, achieved through well-connected support, growth in on-site commercial activity and continued presentation and development of world-class exhibitions.*

#### Environment

*We provide a healthy and sustainable Museum environment for people and for our collections.*

### To achieve this we will:

- Achieve and maintain Investors in People Platinum standard, in particular to ensure we:
  - progress continuous improvement
  - have a fit-for-purpose organisation
  - drive a high level of employee engagement
- Continue to provide relevant learning and career development opportunities for all staff
- Build a one team approach with a focus on a seamless front and back of house
- Empower front line staff to interpret exhibition areas and answer general visitor questions.
- Strengthen relationships with our contributing local authorities and other funding partners and develop new funding opportunities
- Develop a specific digital and online strategy which enables increased access to our collections and our research
- Develop a plan to review the Canterbury Museum Trust Board Act 1993
- Develop and implement a technology strategy that ensures the most effective use of staff time
- Continue to be financially responsible and accountable, and live within approved budgets.
- Keep staff, buildings and collections safe and secure
- Have a risk-aware culture that routinely assesses and mitigates risk with a common-sense approach
- Continue to meet Health and Safety at Work Act 2015 obligations
- Reduce physical barriers to enable better access to our buildings and facilities
- Use our resources in an environmentally responsible manner.