

Channel Museum —

Statement of Purpose and Strategic Plan

STATEMENT OF PURPOSE

The Channel Museum is a not-for-profit permanent institution in the service of the D'Entrecasteaux Channel area and surrounding communities that collects, conserves, interprets, exhibits, and researches tangible and intangible heritage. It is open to the public, accessible and inclusive, fostering diversity and sustainability. It operates and communicates ethically, professionally and with the participation of the Channel communities, as well as greater Tasmanian communities. It offers varied experiences for education, enjoyment, reflection, and knowledge-sharing to display and preserve the history of the D'Entrecasteaux Channel area.

Its purpose is also to contribute to the leadership of the communities in the D'Entrecasteaux Channel and surrounding areas.

It achieves its purpose by encouraging and promoting appreciation of the cultural heritage of the land's traditional owners (the *Melukerdee*, *Mouheneener*, and *Nuenonne* peoples) and the early nonindigenous settlers, including European exploration and settlement, industries, agriculture, transport, maritime activities, culture, education, sport, and other aspects of daily Channel life.

VISION

The Channel Museum tells the stories of the D'Entrecasteaux Channel and surrounding areas – past and present. Through this greater awareness of our past and our culture, the Museum encourages the visitor to imagine the future.

MISSION

The Channel Museum collects, preserves, interprets, and displays objects of artistic, cultural, and scientific significance in the D'Entrecasteaux Channel area for the information and education of the public. It provides information about the economic, social, political, environmental, and spiritual aspects of the time using the objects displayed in the museum and the stories held in the library.

The Museum is a primary repository for cultural objects, including digital, paper and textile materials, in accordance with its published collections policy.

It engages, entertains, and educates its visitors by increasing their appreciation of the landscape, the cultural heritage of the traditional owners of the land, the experiences early settlers and the recent past.

It promotes a sense of identity, community and belonging by celebrating our shared heritage, and thus contributes to the wellbeing of its visitors and members.

To deliver its mission it is financially viable and maintains close-working relationships with local institutions, business, government, and other museums.

CORE VALUES OF THE CHANNEL MUSEUM

- Power of Inspiration and Creativity: We understand the transformational power of a professional museum. We provide our visitors with experiences of direct contact with unique objects, which tell the stories of the past and present. We stimulate their imagination for the future of the D'Entrecasteaux Channel area. Our collection (which includes our library) is the core of our museum's identity.
- Excellence and Leadership / Professionalism: We treat all visitors and colleagues with respect and strive for best practices in all we do. Members commit to transparent decision making, with open and regular communication. Creative expression is central to how we plan, work and face both adversity and success.
- Integrity: Our integrity is extremely important to us. It is the basis of our accountability for the preservation and conservation of the objects in our care. It guides how we make difficult decisions. It is key to our accountability to our donors for the proper use of their generous support. We respect the privacy of donors who may not wish their generosity to be disclosed to the public. The Executive and Committee show their integrity through transparent planning and leadership.
- Excellence in Education: The Museum is a welcoming environment for all to learn. We provide stimulating educational experiences through the research of our collection and library. We take advantage of technology and creative arts to enhance the educational experience. We encourage lifelong learning and new and challenging ideas for people of all ages.

KEY STRATEGIC OBJECTIVES

Our Collection, Exhibitions and Library

1. Employ a professional Curator in a paid position for no less than 3 days per week from 1 July 2024 and on a full-time basis from 1 July 2026.
2. Tell the story of the *Melukerdee*, *Mouheneener* and *Nuenonne* peoples by June 2024.
3. Establish at least one interactive exhibit by June 2024.

Education and Visitor Engagement

1. Establish the Channel Museum as a social and digital hub in the Channel and surrounding districts by 31 December 2024.
2. Establish a recruitment program that recruits and retains 10 new members by 30 June 2025.
3. Pursue the following key strategic objectives on an ongoing basis:
 - a. Maintain and develop the visitor engagement and education program.
 - b. Encourage the Channel “diaspora” to become members and to stay connected with and explore their roots.
 - c. Teach our volunteers about our exhibits and the stories our museum is telling.
 - d. Foster lifelong learning with engaging education programs for visitors and the community, realising that inspiration and creativity is an essential component of the museum.
 - e. Engage a wide-ranging and diverse audience and focus on the complete visitor experience at the museum.

Communications and Our Digital Environment

1. Become the professional, promotional, and digital hub for all the museums and history exhibits in the D’Entrecasteaux Channel and surrounding districts by December 2024.
2. Build a network of likeminded Museums by December 2025.
3. Provide online access via e-Hive to selected items from our library by December 2024.
4. Provide online access to the public to 100% of our Collection using e-Hive by December 2028.

Finance, Administration, and Infrastructure

1. Establish a sustained and reliable source of revenue sufficient to meet our Key Strategic Objectives by 30 June 2025.

2. Cultivate a supportive, creative, and sustainable working environment that allows for personal and professional growth that will enhance and better serve the museum.
3. Enhance financial resources to maximize creativity, sustain programmatic excellence and strengthen the Museum's positioning as the premier cultural resource in the region.
4. Define the Key Strategic Objectives for the Museum's physical environment – (buildings, storage, car parks etc) by 31 December 2023.