

NATIONAL MUSEUM OF THE ROYAL NEW ZEALAND NAVY TE WAKA HUIA O TE TAUA MOANA O AOTEAROA STRATEGIC FRAMEWORK



Purpose / what?

To be the engaging, inspiring and enduring heart of Navy memories and stories, past, present and future

Vision / why?

To inspire those who serve, to honour those who have served and to engage the Nation in the heritage and stories of Navy, past, present and future

Strategic Goals



Being essential to Te Taua Moana o Aotearoa: Making a unique and critical cultural and heritage contribution to Navy's strategic journey.



Building awareness and understanding: Being a platform that connects, educates and engages people with the Navy



Caring for collections and knowledge: Researching, collecting and caring for the tangible and intangible heritage of the Navy past, present and future



Equipped to serve: Ensuring a sustainable, resilient organisation with funding, people, capability and ways of working that enables achieving the vision

Key Objectives

- **Build a strategically** integrated relationship with the Navy
- **Be an integrated part** of Navy Heritage activities
- **Be a key domestic engagement tool** for the Navy and NZDF including collaboration with the other Service Museums
- **Excel at storytelling** and learning facilitation at Torpedo Bay and online
- **Foster a community** of Navy alumni, members, volunteers and locals to support and work with the Museum
- **Grow audiences** for the Museum
- **Establish** a contemporary collecting strategy that includes oral history
- **Step-change** the digitisation of collections and processes
- **Develop** research and publication capabilities
- **Develop** a sustainable operating model and generate the funds to deliver the vision
- **Develop** the necessary organisational capacity and capabilities
- **Meet our responsibilities** under Te Tiriti o Waitangi The Treaty of Waitangi
- **Partner** with external organisations

10 YEAR GOAL

By the 90th anniversary of the Navy in 2031, we will have made substantial progress towards being an innovative and immersive story sharing platform and amazing learning facilitator at Torpedo Bay and online, so that every New Zealander can step into the stories and feel part of Aotearoa at sea - from the early warriors to the present and beyond to future Navy.

Strategic pathway to 2031: the key themes and bold steps to achieve the 10-year goal, underpinned by building capability around digitisation and contemporary collecting. Covid-19 recovery is a focus in 2022-2025.

2022-2025

Establishing the foundation for the vision

- Develop and deliver the learning/ education strategy
- Address resource and funding gap
- Create framework to integrate Museum into Navy Heritage activities and be a key Domestic Engagement Tool
- Review 2025: Assess feasibility of strategic initiatives for the next phase including gallery master planning

2025-2028

Collecting and sharing more stories

- Consolidate as a place for storytelling and learning
- Continue to ensure that resources, funding and capabilities are in place
- Work in partnership with others in the Navy's cultural heritage space
- Volunteer programme and new membership / alumni model

2028-2031

Innovative platform for heritage and reach

- Immersive and innovative story platform
- Museum is a sustainable and resilient organisation
- Lead the celebrations of Navy's 90th anniversary
- New approach to membership, alumni and volunteers is in place and new galleries open for the 90th anniversary

STRATEGIC AUDIENCE PRIORITIES

