



THE AMWA MUSEUM – STRATEGIC PLAN 2008-2010

References:

- A. AMWA Precinct Plan for Artillery Barracks 2007
- B. DI(A) ADMIN 34–1 - Management of Army History
- C. DI(A) ADMIN 34–2 - Management and Operation of Army Museums and Heritage
- D. Army Museum of Western Australia Foundation Constitution dated 02 Sep 1998
- E. Army Museum of Western Australia Operating Agreement dated 27 June 05

Museum Management

1. The Army Museum of Western Australia (AMWA) is part of the Army Museum Network operating under the support of the Army History Unit (AHU). AHU, located in Canberra, is responsible to the Chief of Army (CA) for all aspects of Army's history and heritage and it has responsibility for the command, control and operation of Army's Regional and Corps Museums.
2. **Precinct Plan.** The AMWA is a museum that is run by the Army, and operates on Department of Defence land. In late 2007 the Department of Defence approved an allocation of funding for the AMWA Precinct Plan 2007 (Reference A).
3. **Museum Management.** The AMWA is a sub unit of Army History Unit which operates in accordance with (IAW) Defence Instructions (References B and C). The AMWA is managed by a Manager and Curator both of whom are commissioned Army officers. A Museum Advisory Committee (MAC) advises the Museum Manager on all Museum issues. The MAC is governed by policy and guidance provided by references D and E. The MAC is chaired by the AMWA Museum Manager.
4. **AMWA Foundation.** The AMWA is supported by AMWA Foundation (AMWAF) and its volunteers. The AMWA Foundation provides staffing for all Museum activities in accordance with references D and E. The AMWA Foundation also provides its collection for display within the museum.

Strategic Plan 2008-2010

5. **Consultation.** The Strategic Plan 2008-2010 has been developed through consultation with the Army History Unit, AMWA Foundation Members and Museum Volunteers.
6. **Aim.** The aim of the Strategic Plan 2008-2010 is to provide guidance for the long term development of the Army Museum Western Australia. It is intended that this Plan be reviewed on an annual basis, and where necessary, updated.

Mission Statement

7. The Mission Statement of the Australian Army Museum of Western Australia is:

To collect, conserve, and exhibit the history of the Army in WA, and Western Australians in the Army.

Goal 1 – Staff and Volunteers

8. The ‘core’ of the Australian Army Museum Western Australia is the Staff and Volunteers. Currently the AMWA has approximately 100 active volunteers. The AMWA will not be able to achieve its stated Mission, and long term objectives, without a strong core of well trained active volunteers. The AMWA will need to grow to 200 active volunteers to cope with the planned growth of the Museum. The most significant shortfall is with gallery attendants and museum guides.

Goal 1	To recruit, train and retain a strong core of active volunteers.	Responsibility
1.1	<p>Recruiting Plan. Develop a specific Recruiting and Retention Plan for Museum Volunteers. This Plan should include:</p> <ul style="list-style-type: none"> • Compilation of a needs analysis for volunteer staff; • identify priorities; • develop strategies for recruitment; • initiate information sessions to give presentations to prospective volunteers; • establish a framework for volunteers; • develop policies and procedures; • develop duty statements and job descriptions; • code of conduct; and • Induction Training program. 	AMWA Board / Museum Manager / HR Manager
1.2	<p>Training Courses. Review and update the Induction Course, Guide, Duty Officer and other training packages for Museum Volunteers.</p>	Museum Manager/AMWA HR Manager
1.3	<p>Volunteer Growth. Grow the team of active volunteers by a minimum of 10% per annum over the period 2008-2010.</p>	AMWA Foundation / Board
1.4	<p>Recruiting Initiatives. Enhance recruiting through a broad range of initiatives.</p>	AMWA HR Manager

Goal 2 – Visitor Services

9. A key objective of the AMWA is to display Western Australia's Army heritage and commemorate with integrity, the role of the Army in WA, and Western Australians in the Army. During 2008 the Museum opened to the public on Wednesdays, Saturdays and Sundays. Additionally, the Museum is open during the School Holiday periods.

Goal 2	To display Western Australia's Army heritage and commemorate with integrity, the role of the Army in WA, and Western Australians in the Army.	Responsibility
2.1	Commemorations. The AMWA should commemorate major Army and other historical events. Some examples are: <ul style="list-style-type: none"> • 2008 – 90th Anniversary of the end of WWI • 2010 – 100th Anniversary of the Barracks. 	AMWA MAC
2.2	Public Opening. During 2008 the Museum opened on Wednesday, Saturdays and Sundays. It is a goal of the AMWA to open the Museum on addition days of the week, commencing with Friday opening. In the long term it is intended that the museum is open 7 days per week.	AMWA MAC
2.3	Audio Guides. Investigate the use of audio self guiding units to reduce the requirement for volunteers and increase revenue.	AMWA Board Foundation
2.4	Guide Notes. Improve the knowledge of Gallery Guides through the development of 'Guide Notes' to assist with conduct of Gallery tours.	AMWA Curator
2.5	Telephone Bookings. Improve the telephone booking system. Investigate the use of the internet to take bookings.	AMWA Foundation / Admin Officer
2.6	Community Talks. Provide talks / presentations to community groups, schools and associations. This will require standard briefing packs, Museum loan items, handouts and training for the individual. The purpose of these talks is to increase awareness of the Museum and improve recruiting.	AMWA Foundation / Board
2.7	Professional Appearance. Generally improve the professional appearance of volunteer gallery attendants and guides.	All Volunteers.

Goal 3 – AMWA Artillery Barracks Precinct

10. During 2007 a Precinct Plan was developed for the AMWA. This Plan was subsequently approved by the Department of Defence. This plan sets out the major facility upgrades planned to be carried out over the period 2008-2010.

Goal	To develop the AMWA Precinct in accordance with the Artillery Barracks Precinct Plan 2007	Responsibility
3.1	Precinct Plan. Develop the AMWA facilities in accordance with the Artillery Barracks Precinct Plan 2007.	Department of Defence / Museum Manager
3.2	Lift. A high priority project is the requirement to install a lift to the allow access to the galleries to be housed on the 1 st floor.	Department of Defence / Museum Manager
3.3	Training Facilities. Upgrade training facilities for Museum Volunteers.	Museum Manager
3.4	Fund Raising. The Museum needs to develop strategies for sourcing corporate sponsors to assist with the development of galleries, sourcing grants, and continue with fund raising initiatives such as band concerts.	AMWA Foundation / Board

Goal 4 – The AMWA Collection

11. Central to the AMWA is the collection. The AMWA is regarded by Army History Unit (AHU) as the best Regional Museum in the AHU Museum Network.

Goal	Development of the Galleries and the Management of the Collection.	Responsibility
4.1	<p>Gallery Development General Planning of Phase 1. Phase 1 will involve the development of the new Post 1945 Gallery (followed by the new museum entrance). The AMWAF Precinct Planning Committee (PPC) will place a Tender for the production of a design for the new Post 1945 Gallery. With a design concept produced, costing estimates for gallery fit-out can be done and detailed planning can also commence. This is in line with the AMWA Precinct Plan 2007. Work has commenced with a successful gallery design tender to be accepted by early 2009. Costings early/mid 2009. The new Post 1945 gallery to be installed in late 2009/ early 2010.</p>	AMWA Curator
4.2	<p>Gallery Development General Planning of Phase 2. Phase 2 includes a new museum entrance and upgrading of the 1826-1914 Gallery. Work is yet to commence.</p>	AMWA Curator
4.2	<p>Collection Management. This is on-going since the important AMWA Collection Management Plan was devised by museum consultant, Sally Anne Hasluck in 2001. The Curatorial sections have been working towards implementing all aspects of this study and to date have made great progress. With the availability of additional buildings at Artillery Barracks from February 2009 (with the relocation of WAUR), Curatorial areas will be enhanced to the benefit of the management of the AMWAF's collection.</p>	AMWA Curator
4.3	<p>Collection Policy. A Collection policy has been written and together with The Hasluck Plan and the AHU Standard Operating Procedures for Army Museums and Historical Collections Manual (also devised by the AMWA). This will allow best museum practise to be incorporated in our on-going work of collection management for the future. Work is on-going. Curatorial section relocations to commence in 2009.</p>	AMWA Curator

Goal 5 – Exhibitions and Events

12. The Museum also conducts a range of high standard exhibitions and events for the public.

Goal 5	AMWA will maintain High Standard of Exhibitions and Events to the Public.	Responsibility
5.1	Exhibitions. To maintain high quality exhibitions available to the public during published operating hours.	Volunteers
5.2	Major Concerts. The AMWA will consider conducting a major concert during 2009. The aim is to raise funds and to raise public awareness of the Museum. Concerts should build on the successful concerts held in 2005, 2006 and 2007.	AMWA MAC
5.3	'Back to the Barracks' Lectures. The 'Back to the Barracks' lecture series is to be conducted on a quarterly basis. Where possible, the 'Back to the Barracks' lectures are to coincide with major historical events and AMWA special exhibitions.	AMWA MAC
5.4	Mobile Exhibitions. During 2008-2010 the AMWA will present a range of mobile exhibitions to the regional areas of Western Australia.	AMWA MAC

Goal 6 – Marketing

13. Museum seeks to satisfy its role of educating the public through the conduct of a variety of marketing activities. It is therefore critical that the work of the AMWA is promoted.

Goal 6	To educate the public through a variety of marketing activities commemorating with integrity, the role of the Army in WA, and Western Australians in the Army.	Responsibility
6.1	Marketing Officer. Appoint an AMWA Marketing Officer.	Museum Board
6.2	Marketing Plan. Develop a comprehensive AMWA Marketing Plan.	AMWA Foundation / Board
6.3	Marketing Responsibilities. Responsibilities for engaging with specific community organizations, schools and other interest groups be assigned to specific volunteers.	AMWA Foundation / Board

Goal 7 – Safe, Harmonious and Secure Environment


14. The Army Museum of Western Australia is to maintain a safe, harmonious and secure environment to visitors, staff and volunteers.

Goal 7	The AMWA is to Maintain a Safe and Secure Environment to Visitors, Staff and Volunteers.	Responsibility
7.1	Safety. All work is to be carried out in accordance with Defence Safety policies and AMWA SOPs. All breaches of safety are to be reported immediately to the Museum Manager	All Members / Museum Manager
7.2	Security. All work is to be carried out in accordance with Defence Security policies and AMWA SOPs All breaches of security are to be reported immediately to the Museum Manager	All Members / Museum Manager / USO
7.3	Internal Communications. All members are to continue to improve communications and feedback between management and the volunteers.	All Members
7.4	Major Activities. Strategic Planning for the following year's activities needs to be completed for presentation at AMWA Foundation AGMs.	AMWA MAC
7.5	Recognition of Volunteers. Recognise volunteer service at AMWA programmed social activities.	AMWA Foundation / Museum Manager



T. GOODE
CHAIRMAN
AMWA Foundation

29 October 2008



H.A. FIJOLEK
CAPT
AMWA Manager

29 October 2008