



AUSTRALIAN ARMY
ARMY HISTORY UNIT
Army Museum of Western Australia
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THE ARMY MUSEUM OF WESTERN AUSTRALIA STRATEGIC PLAN 2011 - 2016

References:

- A. DI(A) ADMIN 34-1 - Management of Army History
- B. DI(A) ADMIN 34-2 - Management and Operation of Army Museums and Heritage
- C. Army Museum of Western Australia Foundation Constitution dated 17 June 2009
- D. Army Museum of Western Australia Operating Agreement dated May 2009

Museum Management

1. The Army Museum of Western Australia (AMWA) is part of the Army Museum Network operating under the support of the Australian Army History Unit (AAHU). AAHU, 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. **Museum Management.** The AMWA is a sub unit of AAHU and operates in accordance with (IAW) Defence Instructions (References A and B). The AMWA is managed by a Manager and Assistant Manager 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 C and D. The MAC is chaired by the AMWA Museum Manager.
3. **AMWA Foundation.** The AMWA is supported by the AMWA Foundation (AMWAF) and its volunteers. The AMWA Foundation provides staffing for all Museum activities in accordance with references C and D.
4. **Consultation.** The Strategic Plan 2011 - 2016 has been developed through consultation with the Australian Army History Unit, AMWA Foundation Members and Museum Volunteers.
5. **Aim.** The aim of the Strategic Plan 2011-2016 is to provide guidance for the long term development of the Army Museum of Western Australia. It is intended that this Plan be reviewed on an annual basis, and where necessary, updated.

Vision

6. The Vision Statement of the Army Museum of Western Australia is:

To be the Centre of Excellence for Australian Army history in Western Australia.

Mission Statement

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

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

• Goal 1 - Staff and Volunteers

Goal 1	To recruit, train and retain a strong core of active volunteers through an effective Human Resources Department.	Responsibility
1.1	Fill all vacant AMWA volunteer positions. Recruit and train education and learning staff.	Human Resources Department
1.2	Develop and deliver formal and informal education programs that link with approved Australian education guidelines. Develop and deliver informal education programs for use during the school holidays.	Education and Learning Department
1.3	Develop and deliver professional learning for teachers, especially primary school teachers.	Education and Learning Department
1.4	Introduce professional training for AMWA education and learning staff to understand the Australian National Curriculum.	Education and Learning Department
1.5	Introduce and further develop the 'Memorial Boxes' initiative in conjunction with the Australian War Memorial.	Education and Learning Department
1.6	Review and update all AMWA internal training courses as required. Continue to access outside training resources via AAHU, Edith Cowan University, Curtin University and the Australian War Memorial. Provide Mandatory training on an annual basis for all volunteers in Occupational Health & Safety and Equity & Access.	Human Resources Department AAHU Defence OH&S Manager

1.7	Improve the knowledge of Gallery Guides through the development of 'Guide Notes' to assist with the conduct of Gallery tours.	Education and Learning Department
1.8	Recognition of Volunteers. Recognise volunteer service at AMWA programmed social activities.	AMWAF Board AAHU

• Goal 2 - Public Programs

Goal 2	To redevelop and re-introduce a series of lectures with an Australian Army theme, focussing on Western Australia.	Responsibility
2.1	Reintroduce the "Back to the Barracks" lecture series on a regular basis.	AMWAF Board NTWA Defence Heritage Committee
2.2	Develop and introduce a series of Seminars on relevant Western Australian military topics.	AMWAF Board NTWA Defence Heritage Committee
2.3	Investigate and promote the use of the AMWA as a venue for public events – e.g. Perth Mint launches, community commemorations – e.g. ANZAC Centenary events	Marketing Department
2.4	Develop a program of lunch time lectures, initially for staff.	Curatorial Department

• Goal 3 - Communications Strategy

Goal 3	To develop and introduce a comprehensive Communication Plan to reflect and promote AMWA's Vision, Mission and key messages to external stakeholders.	Responsibility
3.1	Redevelop the AMWA web site to make it more user friendly and appealing to our target audience, introducing new features and utilising emerging online facilities.	AMWAF Board AMWA IT Department
3.2	Utilise the new web site and emerging electronic media to better place the AMWA within the network of Australian education providers.	Education and Learning Department
3.3	Review and develop all AMWA publications to promote the Museum at State, National and International levels.	Marketing Department

3.4	All Communications strategies established will comply with the current AMWA Communications Policy documentation.	AMWAF Board
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- **Goal 4 - Curatorial and Gallery Redevelopment**

Goal 4	Development of the Galleries and the Management of the Collection.	Responsibility
4.1	Ongoing implementation of the Gallery Development Plan. Phase 2 – New Museum entrance to be completed by July 2011. World War 2 Gallery (early concept planning initiated) to be completed by April 2012. Phase 3 – Colonial Gallery to be completed by July 2013. Phase 4 – World War 1 Gallery to be completed by April 2015. Phase 5 – Prisoner of war Experience to be completed by July 2016.	AMWA Gallery Redevelopment Committee
4.2	Maintain and further develop standards for the care, conservation and management of the Collection consistent with the Museum's status as the Centre of Excellence for Australian Army History in Western Australia.	Curatorial Department
4.3	Sustain the status of the approved Collections Policy through consistent application, process documentation through Standard Operating Procedures and ongoing review of relevance.	Curatorial Department
4.4	Plan, document and implement the Army Museum of Western Australia's Oral History Program including stories of veterans, stories of serving personnel and stories of museum volunteers.	Curatorial Department
4.5	Develop and implement strategies to promote information and research solutions to the public through the AMWA Research Centre.	Curatorial Department

- **Goal 5 - Visitor Services**

Goal 5	To promote Western Australia's Army heritage and exhibit the history of the Australian Army in Western Australia and Western Australians in the Australian Army.	Responsibility
5.1	As part of the AMWA annual forward planning process consider upcoming military anniversaries of significance and develop appropriate commemorative events – e.g. ANZAC Centenary	Defence AMWAF Board

5.2	Public Opening. Develop strategies and put in place initiatives to open the Museum 7 days a week.	AMWAF Board
5.3	Audio Guides. Investigate the use of audio self-guiding units to reduce the requirement for volunteers and increase revenue.	Education and Learning Department
5.4	Introduce a Retail Outlet as part of the new museum entrance to be completed by July 2011.	AMWAF Board
5.6	Development links with local transport services to bring visitors via Fremantle Cat Bus and Fremantle Tram	Marketing Department
5.7	Develop a heritage trail for Cantonment Hill Precinct as an extension to the Guide of Artillery Barracks Buildings walking tour.	Defence AMWAF Board

- **Goal 6 - Marketing and Sponsorship**

Goal 6	To develop and implement a comprehensive and effective AMWA Marketing Plan.	Responsibility
6.1	Develop and implement a comprehensive and effective Sponsorship Program to specifically target the corporate sector, philanthropic organisations and prominent individuals.	Marketing Department
6.1	Engage with community organisations, schools and other interest groups to promote Museum activities and special events.	Marketing Department
6.2	Develop and implement an advertising program utilising all forms of the media to promote the Museum and special events.	Marketing Department
6.3	Develop an appropriate publication to promote planned donation by bequest to the Army Museum of Western Australia.	Marketing Department

G. HORNE
CHAIRMAN
 AMWA Foundation
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H.A. FIJOLEK
MAJOR
 AMWA Manager
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