

Strategic Framework 2018–23

**Celebrating
the spirit of
Australian
democracy
and the power
of our voices
within it**



Museum of
Australian Democracy
Old Parliament House

Introduction

The Museum of Australian Democracy at Old Parliament House celebrates Australia's proud history as a democratic nation and actively promotes the participation of its citizens in determining its future.

MoAD is a museum not just of objects but of ideas. In our iconic heritage building, we tell the story of Australia's journey to becoming one of the world's most vibrant and multicultural democratic nations.

MoAD is a place where stories, conversations and narratives from myriad perspectives can be heard and discussed.

While anchored in our proud history, MoAD is also firmly forward looking. We bring together collections, scholarship and education programs to interpret our past while casting light on our future.

To achieve this we are embracing new technologies and tools to interact with audiences both inside and outside the museum. We aspire to become the go-to institution for civics and citizenship learning and double the number of students from across the nation who undertake our educational programs onsite and online.

We are forming active and engaged partnerships with academics, researchers, collectors, corporations and individuals who are shaping a national conversation about democracy in the modern world.

This third strategic plan underpins a new agenda and bold vision. Our first plan in 2009 focused on our foundations and establishment, the second set about activating the space, building on the award winning conservation and learning programs, doubling visitation numbers and culminating with the establishment of a corporate commonwealth entity.

This strategic framework (2018-23) will guide and inform how we utilise the space, engage the broader community, educate and inspire visitors and achieve the important goal of strengthening Australia's place as a world-leading democratic nation.



Daryl Karp

Director

23 May 2018

Our Vision

Celebrating the spirit of Australian democracy and the power of our voices within it

Democracy the world over is under pressure. Trust in public institutions – government, business, media and non-government organisations – is at a historic low.¹ MoAD plays a significant role in enriching understanding and appreciation of Australia's political legacy and the intrinsic value of democracy – the capacity for people to have a say in the future of this nation.

Through our exhibitions, events, engagement and education programs we will cultivate 'a peoples' place' – true to the building's original brief – to improve understanding of democracy and the skills required to participate in it.

In a country comprising of people from over 200 nations, MoAD provides a space where the varied voices that make up our nation can be heard and respected. As a trusted cultural institution, MoAD seeks to build new, mutually beneficial partnerships that will extend our reach, engagement and influence to a range of audiences.

In five years' time, this iconic building and all it represents will be a place where all of society engages with big ideas. To do this our exhibitions, outreach, visitor experiences, partnerships and events, will be richly informed by original and authoritative research. We seek to educate through entertainment and engagement, reflecting on and reinforcing Australia's place as a leading democratic nation.

¹ Edelman Trust Barometer 2018

Bold

Our exhibitions, events, collections and education programs will provoke thoughtful engagement through stories and creative interpretations of past and current events informed by authoritative research and data analysis. We will advance national conversations about democracy – past, present and future.

Shaping conversations, influencing outcomes

OUTCOME

Advancing national conversations about democracy past, present and future.

STRATEGY

- Extend our reach as a nationally recognised conduit for learning, research and conversations about democracy.
- Engage in academic partnerships that produce new insights on threats to democracy and the advancement of democratic traditions.
- Create new permanent galleries that contribute to our understanding of democracy and its future.

Relevant

We promote active citizenship via a suite of transformative audience experiences and targeted activities that are timely and influential, and which support inclusion and build civic and social cohesion.

Empowering and engaging communities

OUTCOME

We are a go-to institution for programs and exhibitions that build civic and social understanding and engagement about democracy.

STRATEGY

- Double the uptake of curriculum-based learning programs relating to civics and citizenship.
- Build active, civic-minded and engaged communities across the diversity of Australia.
- Expand our participatory engagement programs in both impact and reach providing increased opportunities for meaningful dialogue.

Authentic

In this nationally significant building, we will create a vibrant and contemporary hub that empowers civic and individual engagement in the democratic process. Progress will be achieved in harmony with heritage values that recognise, preserve and communicate the spirit of place.

Celebrating a spirit of place

OUTCOME

Evolve a contemporary expression of the spirit of Old Parliament House.

STRATEGY

- Establish a master plan for Old Parliament House as a central hub in the Parliamentary Triangle.
- Refresh existing areas, and open up new areas to interpretation and use.
- Extend our leadership role in heritage management.

Dynamic

Our organisational culture will enable MoAD and its valued staff to be nimble, collaborative and efficient. Our actions and relationships will ensure ongoing relevance and financial sustainability.

A sustainable and thriving future

OUTCOME

An inspirational institution that is also a workplace of integrity and excellence.

STRATEGY

- Forge strategic partnerships to extend reach, relevance, research, visibility and viability.
- Strengthen our organisational culture to ensure MoAD is nimble, bold, trusted, outward looking and efficient.
- Ensure continued government funding and financial sustainability by delivering exhibitions, programs and events that are contemporary, thought provoking and engaging.



Museum of
Australian Democracy
Old Parliament House

moadoph.gov.au