



## Forward Plan: 2015-2017

### 1.0 Vision Statement

RD Milns Antiquities Museum: Preserving, Connecting, and Inspiring

### 2.0 Mission Statement

Through the care and preservation of its collection, the RD Milns Antiquities Museum seeks to educate and innovate by engaging with its communities and with the past.

### 3.0 Audience

The Antiquities Museum welcomes a wide range of visitors each year. Most prominent among these audiences are:

- 3.1 University Students:** The RD Milns Antiquities Museum provides opportunities for university students throughout their relationship with UQ and as part of the UQ Advantage. These opportunities include volunteering and internship programs, research projects for honours and RHD candidates and a variety of student-targeted social events during the year.
- 3.2 Teaching staff:** The Antiquities Museum engages with University teaching staff by providing access to its staff expertise and collection, adding value to core teaching programs within, but not limited to, the Schools of Historical and Philosophical Enquiry, Social Science and Communication and Arts. The Museum collection is also available to UQ staff and academic researchers for research activities.
- 3.3 Teachers:** As part of its role as a teaching museum the RD Milns Antiquities Museum will continue to offer a range of curriculum based education programs for students in years 7, 11 and 12. These programs involve hands on interactive engagement with the past. Each year the RD Milns Antiquities Museum also offers work experience programs for year 10 – 12 students.
- 3.4 Professional/Alumni:** The Professional/Alumni audience is one of the Museum's most diverse and intangible, including UQ staff, past students of the Faculty of Humanities and Social Science, and local professionals with leisure interests broadly aligned with the Museum's offerings in the arts and cultural heritage sector.
- 3.5 Donors/Lenders:** This audience includes any current or prospective object or monetary donors/lenders. Generally the Museum engages with these groups through a series of VIP events throughout the year, in addition to its normal public programs.
- 3.6 Community/Family:** The Museum is committed to providing accessible and inspiring programs to connect its local Brisbane audience with the past. In particular, this includes community members and families with children ages 6-12 in areas close by the University of Queensland's St Lucia Campus. These areas include suburbs within a 3-5km radius of UQ, such as Toowong, St Lucia, Indooroopilly, Taringa, Auchenflower, Dutton Park, Yeronga, Fairfield, Highgate Hill and West End.

### 4.0 Statement of Goals



The four sections below, People and Communities, Research and Innovation, Preservation and Presentation, and Education and Engagement, form the foundation of the Museum's strategic direction for the next three years. These areas recognise the centrality of the Museum's collection and communities to its mission and demonstrate the ways in which the Museum seeks to connect its communities to the past.

## 4.1 PEOPLE AND COMMUNITIES

At the core of the Museum's strategy are the people that make it a success, both its enthusiastic team of staff and volunteers and its equally dedicated audiences who bring their passion for the past to the Museum. Over the next three years the Museum is dedicated to providing high-quality experiences to its communities and the development and safety of its team.

### 4.1.1 *We will foster a vibrant student experience*

To achieve this we will:

- 4.1.1.1 Offer a range of volunteer, intern and work experience positions that provide meaningful industry experience.
- 4.1.1.2 Provide a range of student focused events, engaging with the ancient world through the Museum collection.
- 4.1.1.3 Facilitate access to the Museum collection for class and research based activities.

### 4.1.2 *We will connect our communities to the past*

To achieve this we will:

- 4.1.2.1 Commit to understanding our communities and their needs better, through surveys, research and advertising.
- 4.1.2.2 Provide an innovative and engaging range of programs tailored to the needs of our external audiences, particularly alumni.
- 4.1.2.3 Engage with the wider Brisbane community through participation at cultural events.

### 4.1.3 *We are dedicated to developing the skills and opportunities of our Museum team.*

To achieve this we will:

- 4.1.3.1 Support staff in their professional development goals and provide opportunities for networking and mentorship.
- 4.1.3.2 Recognise the achievements of the Museum's diverse team members.
- 4.1.3.3 Remain dedicated to effective leadership and staff safety in the Museum.

### 4.1.4 *How we will measure our success:*

- 4.1.4.1 Increased volunteer job satisfaction, recognition and development, and project outcomes.
- 4.1.4.2 Increased engagement with students through classes and public programs
- 4.1.4.3 Improved use of surveys and feedback across all Museum programs.
- 4.1.4.4 Improved visitor attendance and satisfaction with all Museum programs and staff.
- 4.1.4.5 A wider range of off-campus engagement activities with the Brisbane community.
- 4.1.4.6 Increased staff leadership, job satisfaction, recognition and development.
- 4.1.4.7 Improved staff safety.



## 4.2 RESEARCH AND INNOVATION

Innovative research and approaches to the past are at the core of the Museum's vision for the future. A growing number of international partnerships and local research collaborations enrich both the Museum's engagement agenda and its contribution to the wider scholarly community.

### 4.2.1 *We will establish collaborations with research partners*

To achieve this we will:

4.2.1.1 Establish research and exhibition partnerships in Australia and overseas.

4.2.1.2 Develop the number and effectiveness of collaborations to provide meaningful outcomes.

### 4.2.2 *We will innovate in approaches to the past*

To achieve this we will:

4.2.2.1 Create and communicate meaningful research in the Museum collection and associated areas.

4.2.2.2 Encourage innovative research and development projects that support and extend our existing programs.

### 4.2.3 *How we will measure our success:*

4.2.3.1 Development of strategic national and international research and exhibition partnerships.

4.2.3.2 Improved collaboration with industry and academic colleagues.

4.2.3.3 Increased publication output for the Museum's collection and other activities.

## 4.3 PRESERVATION AND PRESENTATION

To ensure the long-term success of the Museum, the ongoing preservation of its world-class collection is imperative. Likewise, the collection must be accessible to the public and presented in an engaging format through tradition and emerging media. The Museum is committed to high quality preservation and expansion of its collection alongside an active exhibition program.

### 4.3.1 *We will develop an active and engaging exhibition program*

To achieve this we will:

4.3.1.1 Provide a changing and engaging series of exhibitions exploring the past and present.

4.3.1.2 Explore opportunities for presenting the Museum collection in digital and other formats.

4.3.1.3 Maintain an accessible and atmospheric gallery space for community use.

### 4.3.2 *We will commit to a high quality collection and its preservation*

To achieve this we will:

4.3.2.1 Continue to upgrade and develop our collection storage and data management systems.

4.3.2.2 Undertake remedial measures to ensure the collection is maintained at a high level.

4.3.2.3 Undertake strategic acquisition activities to grow the collection in critical areas.



**4.3.3** *How we will measure our success:*

- 4.3.3.1 Improved range of innovative and engaging exhibitions linking communities to the past.
- 4.3.3.2 Increased use of digital and other technologies for presenting the museum to the public.
- 4.3.3.3 Improved visitor satisfaction ratings for the Museum's gallery and atmosphere.
- 4.3.3.4 Improved Museum collection and path-finding signage.
- 4.3.3.5 Increased proportion of Museum collection in high-quality storage systems.
- 4.3.3.6 Strategic acquisition of artefacts in target areas.
- 4.3.3.7 Improved access to conservation measures for the preservation of the collection.
- 4.3.3.8 Improved quality and scope of data recorded about the Museum collection.

## **4.4 EDUCATION AND ENGAGEMENT**

Innovative engagement with the full range of the Museum's audiences is important for ensuring its place in building knowledge for the next generation. The Museum will continue to deliver a variety of public programs for its audiences utilising the specialist knowledge of university staff.

**4.4.1** *We will host an innovative and engaging series of public programs*

To achieve this we will:

- 4.4.1.1 Remain committed to providing high quality information about the past through quality research and academic staff.
- 4.4.1.2 Provide a range of engaging public programs tailored to the needs of our audiences.

**4.4.2** *We will build knowledge for the next generation*

To achieve this we will:

- 4.4.2.1 Develop and continue to provide opportunities for students to engage with the Museum.
- 4.4.2.2 Collaborate with discipline partners to provide access to additional resources outside of ancient history
- 4.4.2.3 Develop strategies to increase awareness of our programs in Brisbane and Queensland.

**4.4.3** *How we will measure our success:*

- 4.4.3.1 Maintain a public programs calendar while improving the diversity of offerings.
- 4.4.3.2 Improved engagement of new audiences with the Museum's collection and the past.
- 4.4.3.3 Increased attendance at secondary school programs.
- 4.4.3.4 Increased attendance at tertiary student programs.
- 4.4.3.5 Increased visitation to the Museum by non-student audiences.
- 4.4.3.6 Improved access to collection information and other resources for teachers and students.