

# OUR STRATEGIC PLAN

*2020 - 2025 Summary*

## OUR PURPOSE

### Our Why

We exist to record, reflect, and connect to the lived experience of the NZ soldier. We honour our role as kaitiaki of NZ's Army taonga and the whakapapa connections that give them life, and we honour the memory of those who have served.

### Our How

We are authentic, creative, and intentional in achieving our purpose.

### Our What

We collect, conserve, preserve, research, interpret, exhibit, assure access, share, enhance knowledge and understanding, and enable active participation to realise our purpose.

## OUR ENABLING GOALS

*Helping us achieve our work*

### Our Base

Our frameworks are sound, being fit for now and the future, and are articulately documented and visibly implemented.

### Our People

Our organisational structure is fit for purpose with a staffing profile to fully achieve our goals and functions.

### Our Capability

We are confidently sustainable through our operational performance, especially in revenue and relationships.

## OUR IMPACT GOALS

*Our activity is making a difference*

### Visitor Impact

Our visitors have experiences that are satisfying, impactful and positively grow our reputation in all areas of engagement.

### Army Impact

We are part of NZ Army and NZDF, our efforts contributing confidently to Army goals.

### Sector & Region

We are recognised and active in the region and the sector, supporting reciprocal outcomes in areas of activity.

## OUR STRATEGIC FOCUS AREAS

### Collection & Military Heritage

We will strengthen and broaden our unique repository of army artefacts, documents and memorabilia. We will work collaboratively in the interest of national military heritage and to promote understanding and knowledge.

### Exhibitions & Engagement

We will continue to strive for meaningful connections for all through our exhibitions, programmes and events. We will enable access and engagement in authentic and innovative ways.

### Partnerships & Allies

The museum will develop strategic and purposeful relationships with key partners and allies for mutual and sector benefit. We will be outward looking, proactive and create opportunity through these relationships.

### Sustainable Enterprise

The museum's future will be secured through diverse revenue streams, a commercially enterprising approach and through diligent governance and effective management.

## OUR SHARED VALUES

### Tū Tika Commitment

Giving your best

### Tū Maia Integrity

Doing the right thing

### Tū Tira Comradeship

Respecting and looking out for each other

### Tū Kaha Courage

Taking action despite your fears

### Te Tiriti o Waitangi

We recognise Te Tiriti o Waitangi establishes a bicultural partnership between Crown and Māori.