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AUSTRALIAN NATIONAL  
MARITIME MUSEUM

# Strategic Framework 2023–2027

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## Our Vision

The oceans and waterways are the heartbeat of who we are. As an island nation – in the Asia Pacific – this nation has been shaped by sea.

The Australian National Maritime Museum connects Australians with the past, present and future. Our work adds knowledge, seeks cohesion and promotes sustainability.

This is a journey for all Australians – and all Australians are invited to be part of it with us.

**Daryl Karp, AM**, Director Australian National Maritime Museum

## Our Purpose

The Australian National Maritime Museum informs, challenges and nurtures conversations about this nation shaped by sea. We develop, preserve, and present our collection, research, and expertise to connect visitors and their own experiences to stories as old as the continent itself – and yet vital to all our futures.



# We inspire

Storytelling  
and voice

**Our work provokes thought,  
discussion and action.**

**We entertain, stimulate and  
engage with our visitors.**

**We shape conversations about  
the Australia we were, are and  
aspire to be.**

## Outcome

Our visitors leave aware, engaged  
and motivated to act.

## Strategy

- Put visitors at the heart of all we do and deliver programming that inspires action through storytelling, diverse perspectives and a call to action.
- Rework core main gallery to tell our rich and diverse 'shaped-by-sea' stories.
- Own the migration story, with National Monument to Migration as a central element of the offer, building community and connection.
- First Nations perspectives are integrated into all our activities and stories.

# We inform

Research, knowledge  
and education

**We showcase evidence-based,  
contemporary thinking from a  
range of perspectives.**

**We are a nationally recognised  
conduit for original and unique  
learning programs.**

**We add to cultural  
understanding, drawing on  
our collection and specialist  
knowledge.**

## Outcome

We are renowned for the quality  
of our research, our collection  
and the impact of all our content.

## Strategy

- Leverage our curriculum linked content to grow our reach and impact in schools.
- Develop research partnerships, both local and international, publishing results across multiple channels.
- Maximise impacts and opportunities from our work.
- Strategically refine our collection to tell stories, and preserve cultural memory.

# We influence

Collaboration and  
thought-leadership

**Our work leverages  
our partnerships, builds  
understanding and spurs  
action in fields of our  
expertise.**

**We lead with authority and  
collaborate with respect.**

**Our work encourages  
communities to treasure their  
relationship with our oceans  
and waterways.**

## Outcome

We advance national  
conversations, collaborate widely  
and are partners of choice.

## Strategy

- Collaborate strategically to maximize impact and leadership.
- Create platforms for visitor voice and debate on issues of importance.
- Develop a framework for measuring impact.
- Attract brilliant, motivated and capable people to our team and circles of influence.

# Our Impact

People, site  
and systems

**Our site is a must visit part  
of, and, increasingly, the  
centre of Darling Harbour.**

**We are an employer of choice  
and great place to work.**

## Outcome

Our people and site are at the  
heart of who we are and embody  
our ambition for collaboration,  
cohesion and sustainability.

## Strategy

- A staged masterplan adds to story and increases accessibility.
- Signage, wayfinding and visitor amenities add value to the offering.
- Fit for purpose organisational structure, that identifies and builds capability and provides opportunities.
- Develop our capacity to generate funds.
- Effective systems enable us to be our best.