

History SA Strategic Plan 2009-2012

(Approved by Board October 2009)



MV Nelcebee
South Australian Maritime Museum



The History SA in perspective

The History Trust of South Australia (trading as History SA) is a statutory authority reporting to Parliament through the Minister for the Arts. It was established in 1981 under the *History Trust of South Australia Act (1981, 1995, 2005)* to encourage the research and public presentation of South Australian history and to safeguard South Australia's material heritage. History SA central administration is located at the Torrens Parade Ground, Victoria Drive, but its main public face is presented by three history museums – the Migration Museum, National Motor Museum and the South Australian Maritime Museum. History SA also manages an important community history program to assist community museums and historical researchers. History SA's Board of eight trustees reports to the Minister for the Arts.

Under the *History Trust of South Australia Act (1981, 1995, 2005)* History SA is responsible for the following:

- researching and interpreting South Australia's history;
- preserving and exhibiting South Australia's material history;
- managing museums of its own and assisting the State's community museums;
- encouraging and assisting the work of South Australia's historical societies;
- providing policy advice to the Minister for the Arts on issues of relevance to South Australia's history and material culture.

These responsibilities are realised through the following programs:

- managing three museums which interpret aspects of South Australia's history:
 - the Migration Museum – which preserves and interprets the history of migration to and settlement in South Australia;
 - the National Motor Museum – which manages and interprets a collection representing Australia's motoring history;
 - the South Australian Maritime Museum – which preserves a collection of maritime heritage objects and interprets the maritime history of South Australia;
 - Touring exhibitions.
- providing advice and assistance to South Australia's 200 community history museums and 150 historical societies, as well as the many individuals who research South Australian history, through the Community History Programs (CHP). The CHP also administers two grants programs – the Community Museums Program (CMP) (for community museums) and the South Australian History Fund (for community history publications and programs);
- managing the State Historical Collection;
- promoting South Australian history and the activities of the History SA's divisions;
- presenting and promoting events including *SA History Week*, State History Conference and other major events.

History SA

Core Values

History SA is committed to:

- > Excellence in historical research and interpretation
- > Preserving and interpreting South Australia's material culture
- > Commitment to education and lifelong learning
- > Nurturing community historical endeavour
- > Inclusiveness in program development
- > Fostering ideas and encouraging diverse perspectives
- > Cultural diversity and Reconciliation
- > Equity, probity and efficiency in management

Objectives

- > Enhancing understanding of South Australian history through public programs, all media and research
- > Encouraging the practice of South Australian history throughout the community
- > Promoting the significance of South Australian history to Government and the community
- > Encouraging engagement with and enjoyment of South Australian history
- > Presenting a diversity of perspectives on the past through public programs and publications
- > Ensuring that public programs reflect the diversity of community histories over time
- > Fostering research in South Australian history through our own programs and by assisting others
- > Managing and promoting our three museums and working towards others as appropriate
- > Managing the State Historical Collection
- > Ensuring the preservation of a representative sample of the State's material heritage

- > Best practice collections management
- > Providing a safe and enriching environment for staff and visitors
- > Excellence in customer service
- > Respecting the contribution of volunteers
- > Commitment to continuous improvement
- > Commitment to engagement
- > Commitment to embracing new media.

- > Managing community history program for community practitioners
- > Managing the Community Museums Program and South Australian History Fund
- > Encouraging sustainable community history programs
- > Managing the Trust's resources effectively and efficiently
- > Promoting collaborative partnerships within History SA and with a range of organisations including State and National organisations
- > Maximising financial resources through the vigorous pursuit of both internal and external funding opportunities
- > Ensuring a safe and enriching work environment for History SA staff
- > Ensuring a strong culture of customer service throughout the organisation
- > Engaging with new media channels to improve service delivery
- > Developing and delivering challenging relevant and innovative education programs that meet the needs of the South Australian education community
- > Improving our understanding of our audiences and potential audiences.

Our vision

To inspire South Australians to reflect on the present and imagine the future, through an active engagement with their past.

Our mission

To bring South Australian history to life and preserve it for future generations. This will strengthen community identity and foster a strong sense of place.

To achieve this we will:

- > Present imaginative, innovative and inclusive public and education programs that enlighten, promote reflection, challenge and entertain.
- > Maintain and develop the State History Collection to best practice standards to preserve South Australia's material history.
- > Foster quality research in South Australian history that is challenging, independent and inclusive.
- > Form partnerships with regional and other community organisations to better present and preserve local histories and collections.
- > Collaborate with regional, national and international partners to make South Australia's distinctive stories better known.
- > Manage resources in an equitable and sustainable manner.



SA History Week 2009 Program

STRATEGY 1

Engage our visitors with South Australian history

Strategic objective:

Increase awareness and access to our programs and SA history throughout the State and beyond

Strategies

- > Provide a range of relevant programs that engage users, promote reflection and encourage life-long learning.
- > Engage culturally and socially diverse communities and new museum users with our programs
- > Re-develop and expand our online presence and use of new media
- > Promote our programs and services to better understand our audiences.

[*South Australia Strategic Plan (SASP) Targets: T4.3, T4.5, T4.8, T4.9 and T5.8*]



Migration Museum's, Museum Officer Lata Mayer delivers *Impact of Settlement* to a group from the Attorney General's Department



Captured on Canvas: John Giles' Port Adelaide 1930 to 1960 Exhibition, South Australian Maritime Museum, April 2009

STRATEGY 2

Preserve South Australia's material history

Strategic objective:

Improve the care of the State History Collection

Strategies

- > Manage and develop the State History Collection
- > Improve collection management policies and standards
- > Foster the preservation of the collection
- > Encourage research into the State History Collection and South Australian material culture
- > Help to preserve and manage the distributed South Australian history collection.

[*SASP targets: T4.3 and T4.9*]



MODEL BEHAVIOUR

Model Behaviour exhibition,
National Motor Museum

STRATEGY 3 Extend partnerships

Strategic objective:
Extend partnership networks with diverse communities, agencies and organisations

Strategies

- > Extend strategic partnerships with local, state and other volunteer community groups
 - > Foster relevant skills in community museums and historical societies
 - > Maintain and extend links with culturally diverse communities
 - > Collaborate with local, state, national and international partners
 - > Build mutually beneficial working partnerships with other agencies and the corporate sector.
- [SASP targets: T5.6, T5.8 and T5.9]*

STRATEGY 4 Foster research

Strategic objective:
Encourage research in South Australian history and material culture

Strategies

- > Support historical research, both scholarly and popular
 - > Initiate research in South Australian material history / material life
 - > Collaborate with universities, research centres and historical organisations
 - > Explore possibilities for e-research
 - > Communicate the results of research on South Australian history widely
 - > Foster skills of research and writing.
 - > Improve public access to History SA research resources.
- [SASP targets: T4.9 and T5.8]*



Moonta Mine Tour, 2009 State History conference
History..... from the Ground Up, Yorke Peninsula

STRATEGY 5 Manage resources

Strategic objective:

Manage resources efficiently and promote sustainability

Strategies

- > Maintain and improve facilities for the care and management of the State History Collection and the comfort of our visitors
- > Manage our human and financial resources efficiently and equitably
- > Generate external revenue
- > Reduce our ecological footprint
- > Match expenditure to budget
- > Improve OHS&W standard
[SASP targets: T3.8, T3.14, T5.1, T6.23 and T6.24]



Migration Museum
Kintore Avenue, Adelaide



National Motor Museum
Birdwood, South Australia

History SA -- KEY PERFORMANCE INDICATORS (KPI)

Engage visitors

Total visitors/attendances

Total online visits to website

No of public enquiries answered

No of category 1-4 disadvantaged schools attending events and activities

No of youth events / activities and total attendance

No of collection items and new collection items

No of research projects on collections

No of items conserved

Extend partnerships

No of community partnerships / collaborations

No of workshops/visits undertaken

No of partnerships with culturally-diverse communities

Foster research

No of external research projects funded

No of research papers presented

No of research projects made accessible

South Australia Strategic Plan: TARGETS 2008-2010

Objective 3: Attaining sustainability

- T3.8 Zero waste (existing): reduce waste to landfill by 25% by 2014.
- T3.14 Energy efficiency – government buildings (existing – modified): Improve the energy efficiency of government buildings by 25% from 2000-01 levels by 2014.

Objective 4: Fostering Creativity and Innovation

- T4.3 Cultural engagement – institutions (new): increase the number of attendances at South Australia's cultural institutions by 20% by 2014.
- T4.5 Understanding of Aboriginal culture (new): Aboriginal cultural studies included in school curriculum by 2014 with involvement of Aboriginal people in design and delivery.
- T4.8 Broadband usage (existing – modified): broadband usage in South Australia to exceed the Australian national average by 2010, and be maintained thereafter.
- T4.9 Public expenditure (new): by 2010, public expenditure on research and development, as a proportion of GSP, to match or exceed average investment compared to other Australian states.

Objective 5: Building Communities

- T5.1 Boards and committees (existing – modified): increase the number of women on all State Government boards and committees to 50% on average by 2008, and maintain thereafter by ensuring that 50% of women are appointed, on average, each quarter.
- T5.6 Volunteering (existing – modified): maintain the high level of volunteering in South Australia at 50% participation rate or higher.
- T5.8 Multiculturalism (new): increase the percentage of South Australians who accept cultural diversity as a positive influence in the community.
- T5.9 Regional population levels (existing – modified): maintain regional South Australia's share of the state's population (18%)

Objective 6: Expanding Opportunity

- T6.21 Vocational Education Training (VET) participation (existing – modified): exceed the national average for VET participation by 2010.
- T6.23 Women (new): have women comprising half of the public sector employees in the executive levels (including chief executives) by 2014.
- T6.24 Aboriginal employment (existing – modified): increase the participation of Aboriginal people in the South Australian public sector, spread across all classifications and agencies, to 2% by 2010 and maintain or better those levels through to 2014.



History SA, Directorate
Torrens Parade Ground, Adelaide



South Australian Maritime Museum
Lipson Street, Port Adelaide



Queen's Theatre
Adelaide