



## National Trusts of Australia

# STRATEGIC PLAN 2015-2018

## **Our History**

The Australian National Trust movement comprises separate State and Territory community-based, non-government, not-for-profit organisations. These organisations are committed to promoting, conserving and interpreting Australia's indigenous, natural and historic heritage through advocacy and custodianship of heritage places and objects.

The National Trust movement was established in New South Wales in 1945 by Annie Wyatt who, along with a group of other citizens, raised community consciousness of widespread destruction of the historic and natural heritage in Sydney. The National Trust movement quickly spread across Australia with the other States establishing National Trust offices throughout the 1950's, 60's and 70's. Each State and Territory National Trust is fully autonomous entity in its own right responsible for managing its own affairs.

Collectively, the National Trust owns or manages over 300 heritage places (the majority held in perpetuity), manages a volunteer workforce of over 7,000 while also employing about 350 people nationwide.

The Australian Council of National Trusts (ACNT), now trading as the National Trusts of Australia (NTA), was established in 1965 and is the peak body of the National Trust movement. The NTA is a public company limited by guarantee governed by a Board comprising appointees of each of the eight State and Territory Member Trusts plus three other directors appointed by the Member Trust Directors and, when the President is a Member appointed Director, a further Director appointed by the Board of that Member Trust.

The NTA represents the interests of the National Trust movement at the federal level on behalf of the eight Member Trusts and their 80,000 members.

## **Our Vision**

*A nation celebrating and conserving its indigenous, natural and cultural heritage for present and future generations.*

## **Our Mission**

*To unite the National Trust movement in Australia and to advocate for Government and public support for the work of conserving Australia's heritage.*

## **Our Core Values**

### **Identity and creativity**

We strive to:

- be the national leader and advocate for the conservation message with the Federal Government and the wider community
- instil recognition of the importance of our heritage as a core value in the Australian community
- do all we can to pursue excellence and best practice in our activities
- support Reconciliation Australia in promoting reconciliation between Aboriginal and Torres Strait Islander peoples and the broader Australian community.

### **Trust**

We display integrity and credibility in all that we do in order that our stakeholders, supporters and the community have confidence in our motives and our ability to deliver against our promises.

### **Education and learning**

We believe that education and learning is a key to long-term conservation success.

### **Accountability**

We meet our commitments and fulfil our responsibilities and obligations and we operate with integrity, transparency and accountability.

### **Resourcefulness**

We always seek better ways of achieving the best outcomes for our members whilst better utilising our scarce resources.

## **What we stand for....**

***The people of Australia come from every corner of the earth bringing richness to the cultural heritage of our country.***

Australians speak over 300 languages, including Indigenous languages, identify with more than 200 ancestries and practise a range of religions. Australia has a rich diverse culture that is represented in our history and heritage. Our heritage of tomorrow will be a blend of all that we value in our country today.

The National Trust movement has grown since 1945 to become Australia's largest group of community-based, heritage conservation organisations that work as independent not-for-profit bodies. We seek to encourage the community to be aware of the value of their cultural heritage and we support them in their efforts to conserve what is significant to them.

## **Our Goals and Key Strategies**

In order to achieve our goals we have identified a number of key strategies. These identify the approach we will take and how we will achieve our desired goals. To advance each strategy we have developed a number of specific initiatives that may be developed as programs, projects or activities that will occur over the course of the planning cycle.

### **GOAL 1: The National Trust movement in Australia is well co-ordinated, effective and financially viable.**

#### **KEY STRATEGY:**

**Secure and co-ordinate funding from the Commonwealth Departments and Agencies and corporate partners to support national programs.**

#### **INITIATIVES:**

- Develop a process for identifying and prioritising areas that should be funded as national programs, coordinate development of project plans to inform Departments
- Administer the National Trust Partnership Program (NTPP)
- Seek sponsorship from corporate partners
- Sponsor the National History Challenge
- Secure 3-year NTPP funding agreements with the Commonwealth and other grants that might be available

#### **KEY STRATEGY:**

**Encourage, facilitate, administer and support the provision of programs, communication projects and services for the Trust movement.**

#### **INITIATIVES:**

- Initiate ideas for national projects
- Monitor the development of a national web-based, membership management database to serve our Member Trusts

#### **KEY STRATEGY:**

**Strengthen the governance and management of the organisation.**

#### **INITIATIVES:**

- Ensure statutory compliance
- Service the business of the Board and its Committees

- Review arrangements for communication between Member Trusts and the Board
- Develop a database of key measurable statistics for the National Trust movement.

**GOAL 2: The National Trusts of Australia is an effective advocate for heritage conservation at the national and international level.**

**KEY STRATEGY:**

**Ensure that Federal and international initiatives are aligned with the interests of Member Trusts.**

**INITIATIVES:**

- Develop and implement an engagement strategy with the Commonwealth to ensure that NTA priorities for the government's heritage agenda are recognised and accepted by Government.
- Develop an engagement with other peak bodies to publicise and gain support for the NTA agenda;
- Lead a shared approach with the Member Trusts to policy and program development, legislation and regulation across all tiers of government
- Initiate and support Federal and international partnerships
- Develop a written collaboration agreement with Member Trusts

**KEY STRATEGY:**

**Promote and foster appreciation, understanding and knowledge of the nation's heritage and best management practices.**

**INITIATIVES:**

- Prepare articles for the national magazine *Trust News* as part of a wider national communications strategy
- Ensure a unified national approach to social media engagement
- Undertake an international liaison role, including representational duties where appropriate, aimed at sharing best practice, information and knowledge amongst Members and international heritage organisations.