



National Trust of Australia (Tasmania)
Public Buildings, Cnr St John & Cameron Sts,
Launceston, Tasmania
ABN 98258180740

National Trust of Australia (Tasmania)

2019 Strategic Plan

WHO WE ARE

The National Trust of Australia (Tasmania) is a community based, not for profit organisation.

National Trust of Australia (Tasmania) is a trust (body corporate) with perpetual succession created under the *National Trust Act 2006*.

The National Trust is governed by a voluntary Board of Management consisting of three directors elected by members, three directors appointed by the Minister responsible for the Act and the Managing Director.

We are an organisation dedicated to promoting and conserving Tasmania's heritage, a charter we have carried out since 1962.



VISION

A Tasmanian community sharing and valuing its heritage.

PURPOSE

Advocate for Tasmania's heritage buildings, landscapes and objects by encouraging sustainable uses of heritage assets.

VALUES

Enthusiasm - we embrace Tasmania's heritage with a dynamic and passionate attitude.

Inclusiveness – we respect and welcome all.

Excellence - we achieve best practice with integrity.

Resourcefulness – we find creative solutions and better ways of doing things.

STRATEGIC GOALS

1

OUR FINANCIAL SUSTAINABILITY

- Manage organisation to best practice.
- Implement property specific business models and asset management plans to achieve positive outcomes.
- Invest resources into the development of new revenue streams. And enhance the visitor experience to grow tourism revenue.
- Reduce reliance on government funding for core operational purposes.

2

ENGAGE AND BUILD OUR SUPPORTER BASE

- Grow membership base and financial support from members.
- Adopt contemporary Volunteer Management practices and enhance volunteering experience.
- Ensure a welcoming and inclusive organisational culture.
- Deliver programs to assist local community heritage efforts.

3

DEVELOP EFFECTIVE AND RESPECTED ADVOCACY

- Promote and be an exemplar of heritage repurposing / adaptive reuse.
- Celebrate and promote community based heritage assets.
- Shape responses to emerging heritage issues in collaboration with like-minded organisations.
- Enhance the National Trust brand, profile and visibility.

4

SUPPORT AND STRENGTHEN THE HERITAGE SECTOR

- Demonstrate the contribution of the heritage sector.
- Partner and work with heritage asset owners to preserve Tasmania's built heritage.
- Develop strong relationships with like-minded organisations.
- Enhance and promote conservation of community based heritage assets through the development of conservation and interpretation plan templates for community use.
- Provide public access to benchmark heritage management expertise.