

# NATIONAL TRUST TASMANIA

## Strategic Plan

### 2023-24 – 2025-26

#### Our Purpose

Connect and promote Tasmania's heritage sector as a driver of social and economic and opportunities for Tasmanians

#### Our Values

##### *Enthusiasm*

We embrace Tasmania's heritage with a dynamic and passionate attitude

##### *Engagement & inclusiveness*

We place people at the centre of everything we do and respect and welcome all

##### *Innovation*

We lead by ideas and welcome partnerships

##### *Sustainability*

We are committed to ensuring our heritage properties have greater capacity to generate income for a more sustainable operation. We are also committed to developing our staff and volunteers

#### Our Aspirations & Expectations

- We are an organization with a 'can do' attitude, agile, confident and innovative
- We demonstrate innovation
- We demonstrate sustainability through developing capacity-building projects at key properties through our earned resources, grant funding and industry partnerships
- We promote engagement and inclusiveness: we position people are at the centre of everything we do.

Our Strategic Initiatives / Goals	Goal 1: Brand	Goal 2: Engagement	Goal 3: Sustainability	Goal 4: Governance
<p><b>Our Strategies</b></p>	<ul style="list-style-type: none"> <li>• S1.1 Position the NTT brand as “can do”, agile, confident and innovative</li> <li>• S1.2 Demonstrate innovation through digital storytelling and strategic cross site initiatives</li> <li>• S1.3 Implement digital projects and programs for NTT properties and collections</li> </ul>	<ul style="list-style-type: none"> <li>• S2.1 Advocate for Tasmanian Heritage</li> <li>• S2.2 Position NTT as an aggregator / auspicing body for Tasmanian heritage / convict sites</li> <li>• S2.3 Build NTT membership</li> <li>• S2.4 Interrogate Tasmania’s history to enrich our understanding of our shared journey</li> <li>• S2.5 Make people central to everything we do - our members, volunteers, communities, audiences and Government</li> </ul>	<ul style="list-style-type: none"> <li>• S3.1 Implement a strategic, sustainable, capacity-building vision for NTT, its properties, collections, landscapes, gardens and programs</li> <li>• S3.2 Build community support for the work of NTT</li> </ul>	<ul style="list-style-type: none"> <li>• S4.1 Maintain a skills-based Board and supportive committees</li> <li>• S4.2 Maintain a financially sustainable operation</li> <li>• S4.3 Support and recognise the contribution of a large volunteer workforce</li> <li>• S4.4 Prioritise investment where it builds capacity</li> <li>• S4.5 Secure partnerships for NTT capacity-building projects</li> <li>• S4.6 Expand the digital footprint of the NTT</li> </ul>