

MAPh Strategy on a page (2022-2026)

Purpose	To cultivate a community that is actively engaged with Australian photography and its stories, and to empower and celebrate its artists			
Vision	We are the preeminent national institution dedicated to championing Australian photography and its vital role in culture and society			
Strategy statement	We are Australia's leading national museum wholly devoted to photography. We will expand the profile, reach and recognition of Australian photographic art and artists. We will create accessible, thought provoking and inspiring physical and digital experiences for local, national and international audiences.			
Fundamental goals	Transform MGA into MAPH, the preeminent national photography museum	Grow and inspire diverse local, national and international audiences to engage with Australian photography	Champion the vital role of Australian photography and empower its artists	Develop a thriving and sustainable museum that fosters innovation and collaboration
What success looks like	<ul style="list-style-type: none"> MAPh is recognised as the leading institution for engaging with photography across key stakeholder groups* MAPh is a destination: increasing its profile and reach digitally and in-person with local, national and international audiences MAPh provides a platform for cultural exchange, embracing the breadth of cultural heritage in Australia, and nurturing international audiences and international content for Australian audiences 	<ul style="list-style-type: none"> MAPh nurtures existing and grows new and diverse audiences across our audience segments** MAPh provides exceptional end-to-end audience experiences (physical and digital) which builds social, intellectual and emotional connection through photography 	<ul style="list-style-type: none"> MAPh provides rich opportunities for photographic artists that supports them to exhibit, engage with the sector as professionals and develop their practice MAPh consistently develops the collection to represent key moments, artists and iconic works across the spectrum of Australian photography MAPh activates the collection to make it accessible (onsite and online) and to build knowledge and awareness of Australian photography MAPh elevates photography within broader Australian art history as a distinctive art form and enables a better understanding of Australian photographic history MAPh curates bold and ambitious exhibitions and commissions artists in ways that actively engage and educate audiences through inspirational storytelling 	<ul style="list-style-type: none"> MAPh has a strong development and commercial program that provides funding certainty to deliver on our vision MAPh nurtures and develops our team and their expertise MAPh develops effective and collaborative relationships across the sector MAPh adopts a responsible approach to ESG (Environmental, Social, and Governance)

*artists; academics and education sector; photography and visual arts sector; local, national and international audiences; arts, general and social media; Government, contributors and prospect stakeholders

** Arts and Cultural explorers; Art Collector & Photography Lover; Creators & Makers; Photography Enthusiasts; Learn, Discover, Create

Strategy on a page (2022-2026): priorities for each goal

Fundamental goals	Transform MGA into MAPH, the preeminent national photography museum	Grow and inspire diverse local, national and international audiences to engage with photography	Champion the vital role of Australian photography and empower its artists	Develop a thriving and sustainable museum that fosters innovation and collaboration
Potential priorities	<ol style="list-style-type: none"> Achieve the redevelopment of the Gallery Develop and launch our new brand as MAPH with a supporting communications strategy Develop a stakeholder engagement plan for the sector (including international partnerships, opportunities for collaboration, education, touring exhibitions) Strengthen our offering in cultural tourism as a destination precinct Establish a high-quality digital presence, supported by a marketing campaign Direct our marketing and engagement activities towards diverse communities that MAPH wants to attract (as well as 'mainstream' audiences) Undertake a detailed stakeholder mapping exercise to better understand the value drivers which will enable us to tailor our value proposition 	<ol style="list-style-type: none"> Refresh our audience profile, segmentation mapping and develop an audience engagement strategy that fosters repeat visitation through an exceptional audience experience (physical and digital) Harness the power of digital to grow audiences and build engagement through an experience that is immersive and cohesive with the physical experience Enhance data collection and insights to understand our audience Enhance the accessibility and inclusiveness of our offering for diverse audiences Invest in our marketing team and infrastructure to realise our strategy 	<ol style="list-style-type: none"> Develop a new exhibition strategy that reflects MAPH's purpose, ambition and profile Refresh our strategy for collection development, access and activation including storage and deaccession Support artists and their practice (for example through commission, program fees, profile-building, collections and exhibitions, fellowships and research) Develop publications and content that contribute to scholarship, knowledge and ideas in the sector Grow and maximise the potential of the Bowness Photography Prize Enhance MAPH's education and learning focus to improve understanding and appreciation of Australian photography among the broader public Build global relationships and international engagement to enable cultural exchange 	<ol style="list-style-type: none"> Develop a commercial strategy and plan for growth over the next 5 years, that responds to changes in consumers re COVID, including commercial opportunities, retail and other own-source revenue Develop an ESG plan (Environmental, Social, and Governance) Develop a fundraising strategy, across philanthropy, grants, fundraising events, sponsorship and collection development Develop a capital infrastructure plan, including the redevelopment plan, building renewal/upgrades and collection storage Establish a professional development program for staff, including an international relationship strategy Review the team structure and resourcing to ensure adequate capacity to deliver on MAPH scope and objectives Develop resources for the education sector Establish non-traditional relationships of value, for example technology, media, public relations

Values

Value	Integrity	Inclusive	Creative	Optimistic
Definition	We do the right thing in the right way	We are accessible, welcoming and engaging for our audience and our staff	We are driven by innovation, problem solving, collaboration and courageousness	We are hopeful and confident about the future