

Australian Institute for the Conservation of Cultural Material  
**STRATEGIC PLAN 2012 - 2015**

## **MISSION, VISION AND AIMS**

### ***Vision***

Conserving Australia's cultural heritage.

### ***Mission***

As the professional body for the conservation profession, to increase the influence and reach of the profession, supporting and building a strong conservation profession in Australia, recognised for its knowledge, skill, and ethical and flexible approaches.

### ***Aims***

- To be the recognised voice for the conservation profession and to thus play a key role in the conservation of the nation's cultural material.
- To act as an advocate for the conservation profession at all levels and in all spheres
- To establish and uphold professional standards.
- To support training in the conservation field
- To facilitate information sharing amongst conservators.

## **STRATEGIC PRIORITIES 2012 – 2015**

### ***Establish and Maintain Networks, including Actively Engaging in Conservation Education Planning***

In order to:

- Provide a greater breadth of information to members.
- Achieve greater engagement of members and between AICCM and other cultural heritage organisations – national and international.
- Improve AICCM's profile nationally and internationally.

As the professional peak body:

- Develop close relationships with tertiary conservation education providers.
- Develop strategic approaches to address identified skills gaps.

### ***Increase and Engage Membership***

To strengthen the organisation

- To 700 members in 3 years' time.
- Increase conference attendance.
- Increase SIG membership.
- To achieve higher participation in National Council, and competition for positions.

### ***Be an Effective Voice for the Profession and assist in developing Communication Skills***

In order to:

- Increase AICCM's profile at Federal and State government levels.
- Provide members with an effective communication exchange within AICCM and between AICCM and other organisations.
- Assist conservators in gaining confidence in communicating their work, through presenting and within their organisations.
- Promote AICCM as the first port of call for conservation information, amongst a broad stakeholder group.

### ***Maintain and Grow Special Interest Groups and Working Groups***

Special Interest Groups attract members to AICCM and their continuing success will:

- Help to develop leadership skills at SIG level and strengthen the organisation.
- Attract international attendance at specialist meetings.
- Continue to provide specialist professional focus and encourage specialist training.
- Be effective tools for communication, professional cooperation and development.

### ***Improve AICCM's financial base through fundraising***

An improved funding base will allow AICCM to further its other strategic goals. In three years' time AICCM aims to:

- Have a board to administer the public fund.
- Be making effective use of its *deductible gift recipient* status.
- Have HEART established and be planning for the next project that, like HEART, will raise funds, improve AICCM profile and help to deliver services to stakeholders.
- Have a paid Executive Officer