

# STRATEGIC PLAN 2018

## GOALS & STRATEGIES

### • ADMINISTRATION & MUSEUM MANAGEMENT

To manage the Society and operate Hambledon Cottage located at 63 Hassall Street (corner Gregory Place), Parramatta, NSW 2150

- Develop & implement an annual Strategic Plan and Budget;
- Develop, implement and maintain relevant and active policies and procedures;
- Develop and maintain an effective and up-to-date computer-based records system;
- Effectively administer Society finances while remaining within budgetary & legal requirements;
- Recruit, train and efficiently manage an adequate number of volunteers to meet the Society's responsibilities for guided tours & other committee activities;
- Maintain relevant safety standards;
- Restore and furnish Hambledon Cottage as an authentic colonial Georgian cottage of the 1820s-1880s period;
- Maintain close links with City of Parramatta, Royal Australian History Society and Museums & Galleries NSW.

### • COLLECTION & HERITAGE MANAGEMENT

To collect archives and artefacts and compile authentic records relating to Parramatta & district

- Follow the Collection Management policy and procedures;
- Evaluate the existing collection and its future needs;
- Digitally scan and store copies of all images in the collection;
- Document new acquisitions promptly;
- Ensure an effective computer-based documentation system is maintained;
- Follow the Preservation Needs & Disaster Preparedness Policies;
- Improve the storage facilities for the collection;
- Evaluate and implement improvements in the environmental conditions of the storage and display areas (including issues of temperature, lighting and humidity);
- Conserve objects determined to be significant to the collection;
- Prepare Significance Assessments for all significant objects in collection;
- Resolve any issues surrounding ownership of the collection.

### • PUBLIC PROGRAMS

To promote an interest in local and family history and the Society's collection to the local community and the general public

- Refine, implement and maintain an Education program for school children;
- Develop and implement displays with local historical content;
- Arrange to display elements of the Society's collection in the Hambledon Cottage house museum and in its exhibition areas as well as in exhibitions conducted by the Parramatta Heritage Centre.

To celebrate events of local historical significance

- Develop and produce events of local significance to Hambledon Cottage;
- Participate in events conducted by City of Parramatta and other local organisations, in particular Parramatta Day celebrations.

- **COMMUNICATION**

To research, print, publish and circulate publications relating to Parramatta & district

- Produce and distribute a regular Newsletter (Hambledon Herald) to the community and relevant stakeholders (e.g. City of Parramatta);
- Produce and distribute a regular Newsletter (Parramatta Packet) to members of the Family History group within the Society and for exchange with other societies;
- Produce and distribute Annual Reports on Society activities;
- Print and publish books of historical interest about Parramatta & district;
- Maintain a reference Library and a Lending Library for members.

To promote and market the ideals and purposes of the Society and encourage community involvement

- Develop, implement and maintain a Publicity programme;
- Maintain an active Society website and provide relevant material to external websites;
- Maintain a Society presence on relevant social media;
- Provide information to local media to publicise the Society and its activities..

To maintain an active membership to fulfil the Society's objectives

- Develop and implement an active and interesting program of events (guest speakers and tours) for members of the Society;
- Actively encourage new membership from the community and business.