

BUSINESS plan 2014-2017

Purpose: The Museums Association champions the value of museums to society and supports and develops the people who work in them

Values:

Independence

An independent organisation able to champion and lead all museums without fear or favour from external or funding influences

Integrity

An honest and ethical organisation that is trusted and respected for its courage, transparency and probity

Creativity

An organisation that encourages innovation and creative thinking, in its own actions and in everyone working in museums

Inclusivity

A collaborative organisation that aims to include everyone, and strives for an accessible and diverse sector

Three-year aims: By March 2017 the MA aims to

Campaign and advocate for resilient museums that change people's lives

An organisation that offers a vision to empower museums so that they can change lives in the communities that they serve

Develop enhanced and widespread engagement with all members

A vibrant network for everyone in museums, at every level, across every discipline, and utilising every medium

Inspire a radical and outward-facing museum workforce

An organisation that stimulates and develops confident and diverse people to deliver museums that change lives

Strategic priorities: To achieve aims

Create a cohesive plan to deliver Museums Change Lives

Sharpen the MA's lobbying and advocacy function

Develop new networks and platforms with and for members

Create new and varied content with and for members

Develop a new CPD offer for established professionals