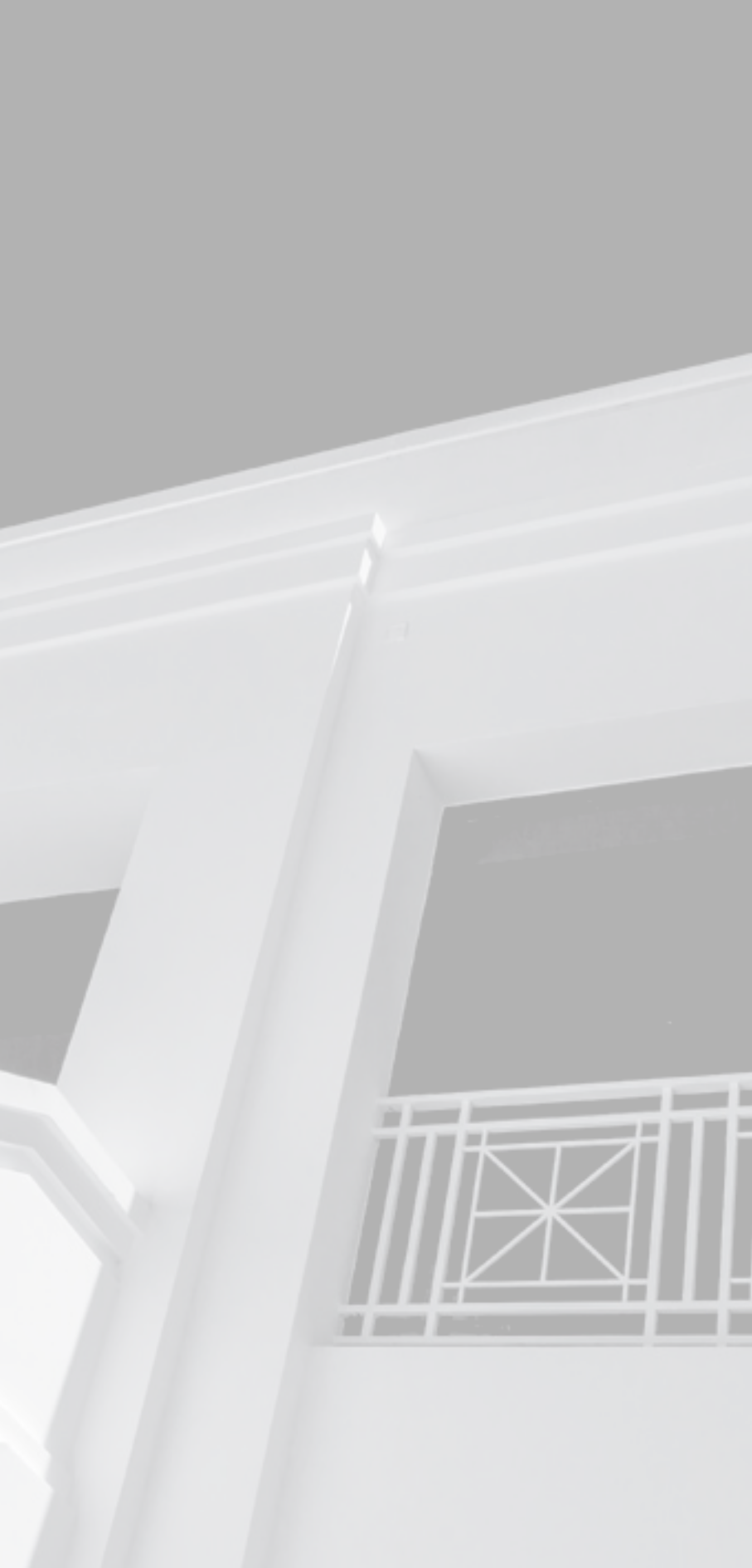


2023-2028

Museum of Australian Democracy Strategic Plan



Living our democracy, building our community.

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Cover: Building detail of
Old Parliament House

Photo: Andrew Merry
© Andrew Merry

The front staircase of Old
Parliament House at dusk

Photo: Andrew Merry
© Andrew Merry

The Museum of Australian Democracy at Old Parliament House is a modern museum located inside a heritage-listed building that was once home to Australia's national parliament.

Old Parliament House turns 100 in 2027 and we have an ambitious vision as we approach the centenary: to connect communities across the country with Canberra — the centre of Australia's democratic story. We provide a 'people's place' where big ideas are explored.

We encourage our visitors and the broader Australian community to engage with and participate in our democracy through exhibitions, events and education programs, as well as through our rich online collection of stories, objects and resources.

Purpose

The Museum of Australian Democracy (MoAD) celebrates the spirit of Australian democracy by:

- **protecting, conserving and interpreting** the national icon that is Old Parliament House to highlight the crucial role the building and its collections have played in shaping today's Australia
- **sharing** the story of Australia's democracy through exhibitions, programs, publications and digital content to increase understanding of the nation's social and political history
- **enabling** audiences to actively explore how Australia's democratic systems work and to be inspired and equipped to participate as engaged citizens in our democracy.

The Strategic Priorities for the next five years focus on celebrating the centenary of Old Parliament House in 2027, and ensuring that MoAD continues to assist audiences in exploring this nationally significant heritage site and deepening their understanding of the value of Australia's democracy.

Protecting, conserving and interpreting

The façade balconies of
Old Parliament House
Photo: Andrew Merry
© Andrew Merry



Enabling and inspiring audiences

School students discuss the collection during an excursion to Old Parliament House
Photo: Rebecca Selleck
© Rebecca Selleck



Guests seated in the Senate Chamber during the official launch of the *Changemakers* exhibition, 2021

Photo: Pew Pew Studio
© Pew Pew Studio

Sharing the story of Australia's democracy

PRIORITY

Showcasing Old Parliament House

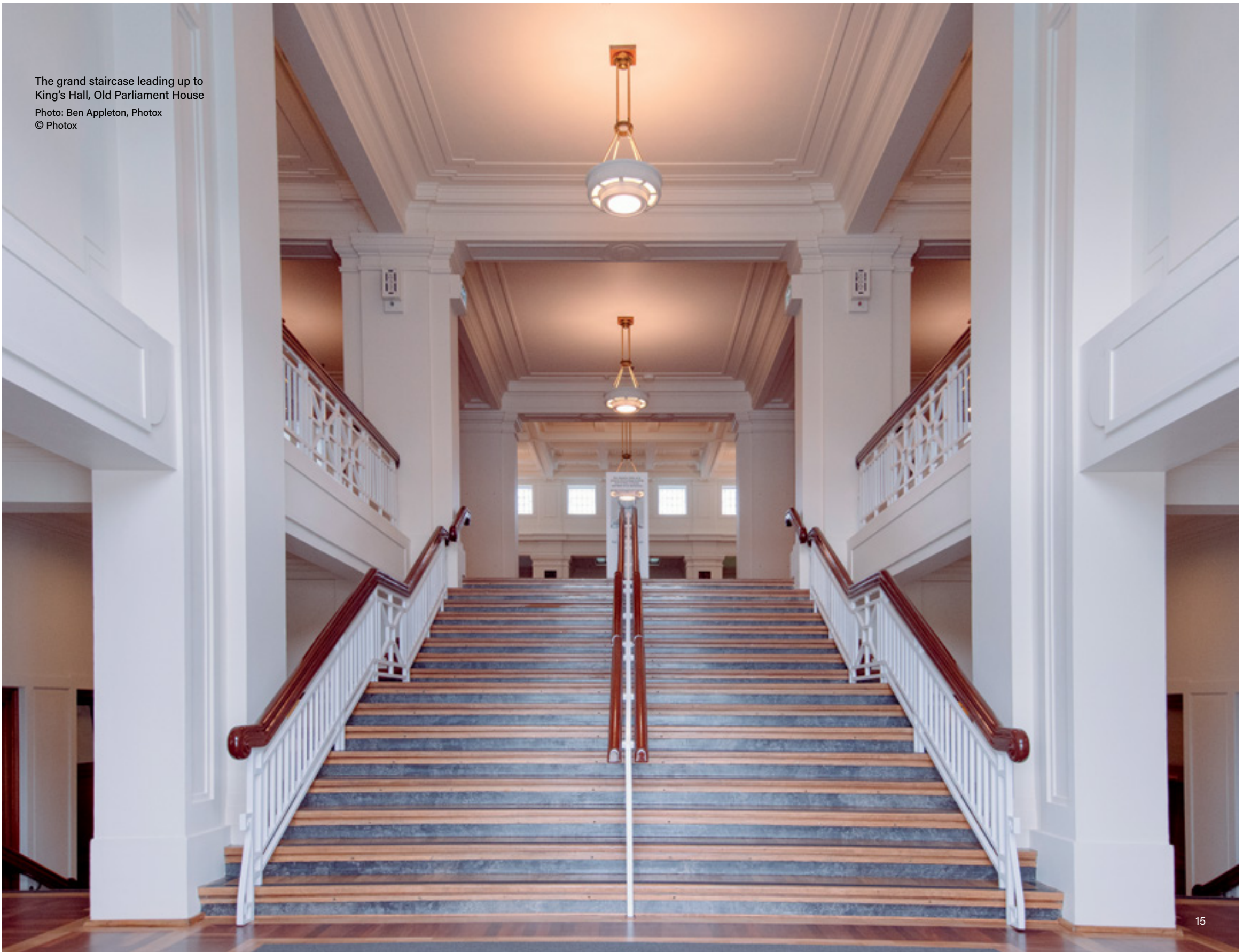
Expand our work to care for Old Parliament House, a nationally significant heritage building, and through its collections and historical interpretation enable audiences to understand the importance it played in shaping Australia today.

We will:

- protect, conserve and enable access to Old Parliament House for generations to come
- continue our national leadership role in heritage management practices
- further develop the collections to enable us to tell the story of Australia's democracy more effectively and in greater depth
- provide historic interpretative displays that enable our audiences to understand how Australia's national parliament was designed and functioned, and to learn about the people who played key roles in its history
- celebrate the centenary of Old Parliament House in 2027, and create a legacy for the next 100 years.

Strategic Priorities

The grand staircase leading up to King's Hall, Old Parliament House
Photo: Ben Appleton, Photox
© Photox



Visitors enjoy a guided tour of Kings Hall with a museum volunteer

Photo: Deanna White, Whitewood Collective
© Whitewood Collective



'Democracy today is fragile. MoAD's role has never been more important: firstly, to celebrate and share stories of democracy, and secondly, to engage with our community — nationally and internationally.'

Barrie Cassidy, Chair of the Board, Old Parliament House

PRIORITY

Fostering a museum for the people

Deliver a high degree of organisational excellence so that we can continue to serve the Australian community.

We will:

- create a welcoming and accessible museum for the Australian community and enable audiences to engage with our programs and services
- continue to foster our strong organisational culture, through our commitment to integrity, support, inclusivity and respect for all
- operate efficiently and effectively to manage resources, risks and compliance obligations
- ensure a financially sustainable future by expanding revenue streams
- support an environmentally sustainable future through our commitment to reducing our operational impact on the environment.

Voters line the booths in the Member's Dining Room at Old Parliament House during the 2016 election

Photo: Mark Nolan
© Mark Nolan





Guests visit an illuminated Old Parliament House during the Enlighten Festival, 2019

Photo: Rebecca Selleck
© Rebecca Selleck

Sharing the story of Australian democracy

Expand our audience reach as we seek to explore the story of Australia's social and political history, and how this heritage has shaped Australia's unique democracy.

We will:

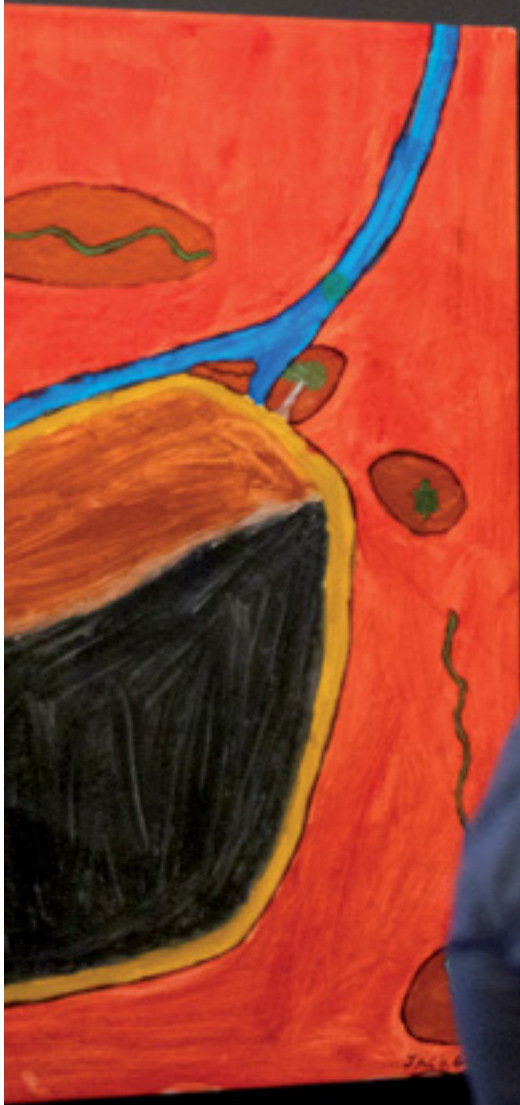
- create innovative exhibitions and content which build understanding about Australia's social and political history
- engage and grow audiences with storytelling approaches that are creative, unique, accessible and robust
- expand our engagement with existing audiences, and build connections with new audiences that reflect the diversity of Australia
- increase national reach, through touring exhibitions and digital engagement enabling all Australians to connect with Old Parliament House and the Museum of Australian Democracy
- grow partnerships with supporters to enhance and expand the impact of our work.

'Our goal is to connect people to democracy because community sits front and centre in any successful democratic nation. When a community cares, when it is engaged with democratic practices, real progress can be made.'

Stephanie Bull, Director, Museum of Australian Democracy



Students interact with the *Democracy DNA: The People, the Prime Ministers and the World* exhibition
Photo: Deanna White, Whitewood Collective



Red Country 2007

Right across the McArthur River region are the tracks of the ancestral beings. The Bamamund, makes who travelled together and the one that from the south. The Rainbow Snake and the Skin. They all them. So too are the places where they visited, or went down under the earth like at the marked in the river. Big name places, important places, they are right across the region. Right across to places and people together. Right across the sacred country is a born-up place, right across. This is that forms part of the traditional name place, right across the region. The Mark represents the traditional name place.



Ngarrindji Country - the land that holds us together in the Country 2008

The painting represents the Ngarrindji River region where the river, the land that holds us together in our country, represents one of the most important rivers in our region. The Ngarrindji River region is a beautiful place, full of natural beauty and life.

The red circles represent the sacred sites. At the top of the painting is the Djarrindji Country. The Djarrindji Country is the land where they and the Djarrindji Country are the same. The Djarrindji Country is the land where they and the Djarrindji Country are the same. The Djarrindji Country is the land where they and the Djarrindji Country are the same.

The blue circles represent the Djarrindji Country. They show the way the water flows and the way the water flows. They show the way the water flows and the way the water flows. They show the way the water flows and the way the water flows.

The painting represents the Djarrindji Country. The painting represents the Djarrindji Country. The painting represents the Djarrindji Country. The painting represents the Djarrindji Country. The painting represents the Djarrindji Country.

Jack Green
Djarrindji Country
2008
oil on canvas
on loan from Australian National University Art Collection



Visitors reflect on the series of First Nations artworks in MoAD's Statement: Jack Green's Paintings gallery
Photo: Ben Appleton, Photox
© Photox

PRIORITY

Inspiring all to help shape Australia's future

Develop innovative and informative content and programs that inspire, encourage and equip Australians of all ages to participate in our democracy.

We will:

- be a trustworthy source of authentic, factual and balanced information about Australia's democratic systems
- host more public programs, events and debates in key heritage areas, such as the House of Representatives and Senate Chambers, to enable community engagement and discussion on key issues of democracy
- create programs and content which enable audiences to explore concepts of democracy, and deepen their confidence to participate in Australia's future
- increase learning engagement and programs which enable young Australians to understand how they can participate in Australia's democracy.

'Dear Democracy, my right to vote is equal and irrepensible. Thank you for making this country one I want to live in.'

'I believe it is so amazing that us ordinary citizens have the right to share our ideas. I am so grateful that we have the freedom of speech. I am so glad to live in Australia.'

'Dear Democracy, we are grateful for a country where we are welcome. Thank you for all the equal rights for everyone.'

Visitor quotes



Young visitors enjoy the *Democracy DNA: The People, the Prime Ministers and the World* exhibition

Photo: Naomi Colley, Lightbulb Studio
© Lightbulb Studio

Detail of Armistice Day Ceremony with the Royal Military College Cadets on parade in front of Parliament House, with spectators. View from Parkes Place

Photo: Courtesy National Library of Australia, Mildenhall 5832
© National Library of Australia



MOAD
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at Old Parliament House

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