

Bendigo Historical Society: Road Map - the next 5 years

At the Bendigo Historical Society, we:

- Collect, preserve and maintain artifacts and stories from Bendigo and district
- Celebrate and share our diverse heritage collection
- Foster an interest in history and encourage research through connection and education

2023 - 2027 Goals

1. To be leaders in **collection management and preservation**
2. To have strong and effective **governance**
3. To be **financially sustainable**
4. To have an **engaging** and successful **public program**
5. To have a strong and valued team of **volunteers**
6. To have an engaged and active **membership**

Our Values - These are the values that inform our behaviours.

Inspiration

We innovate to inspire interest, engagement and a love of local history.

Inclusivity

We collaborate with our volunteers, our members, our community and our partners to ensure that our society and our collection is inclusive, accessible, shared, enjoyed and celebrated.

Accountability

Our committee is open and transparent. We do what we say we will do and run a financially sustainable society in line with relevant regulations and legislation.

Civic minded

We value and care for our people, our community and our local history.

Priority Area - Our Collection

Goal 1. To be leaders in collection preservation and management

We care for, preserve, share, acknowledge and celebrate our collection.

To achieve this, we will:

- a. Provide in person and online access to our collections
- b. Prioritise conservation projects
- c. Research our collections – current and future
- d. Provide an engaging program of exhibitions to showcase our collection
- e. Embrace diversity through story telling (gender, indigenous, European etc)

To achieve this our focus in the next 2 years is:

	Actions	Priority	Responsibility
1	Continuing cataloguing and digitisation of collection	High	Coll Team Leader
2	Develop online access to collection / Vic Collections	High	Coll Team Leader
3	Set up and maintain photo studio	High	Coll Team Leader
4	Developing partnerships with other history / heritage groups	Med	Coll Team Leader
5	Developing a partnership with Dja Dja Wurrung & Art Gallery	Med	Coll Team Leader
6	Through research value adding to BHS collection	Low	Coll Team Leader

Priority Area - Our Governance

Goal 2. To have strong and effective governance

We have a stable, full, and well supported committee of management

To achieve this, we will:

- a. Ensure our committees represent the diversity of our communities
- b. Support our committees to be happy and engaged – celebrate success
- c. Have formal roles, responsibilities and lines of communication
- d. Have subcommittees and teams that support the work of the Committee
- e. Use policy and data to inform our decisions and actions
- f. Be accountable – do what we say we will do
- g. Effectively manage our risks and compliance

To achieve this our focus in the next 2 years is:

	Actions	Priority	Responsibility
1	Create a BHS governance structure - Identify subcommittees and teams (see Volunteer area for detail)	High	Sec/Committee
2	Subcommittees communication framework in place; regular meetings, reporting to committee etc	High	Sec/Committee
3	Ensure governance requirements are identified & diarised; OHS, privacy, ATO, HR, Incorporation, CoGB, Audit (SRO) etc	Med	Sec, Tres/Committee
4	Policies – review and update	Med	Sec/Committee
5	Put processes in place to record and obtain data used to inform decision making	Med	Sec/Committee

Priority Area - Our Financial sustainability

Goal 3. To be financially sustainable

We are financially viable

To achieve this, we will:

- a. Ensure our expenditure budget is fully funded
- b. Have diverse income streams that build independence and financial stability
- c. Value our work and charge accordingly (research, external displays etc)
- d. Partner with philanthropic organisations, sponsors and supporters
- e. Invest in our IT systems so they remain up to date and support us in our work

To achieve this our focus in the next 2 years is:

	Actions	Priority	Responsibility
1	Create a budget that will support our growth plans, fund our needs of administration and collections. Include forward expenditure projections	High	Treasurer/Committee
2	Create a plan to build our income streams in line with our expenditure plans: membership, grants, CoGB, sponsorships/bequests, functions / fundraising / walks, donations etc	High	Treasurer/Committee
3	Agreements with 3 rd parties: leases (History House), CoGB, other Inc Body in place	Med	Treasurer/Committee
4	Understand and fund the needs of administration & collection teams	Med	Treasurer/Committee

Priority Area – Leaders in Heritage

Goal 4. To have an engaging and successful public program

We are acknowledged as leaders in engaging the public in local history through our research, education and public programming.

To achieve this, we will:

- a. Create a community museum in History House that uses stories to build connections with the past
- b. Be active participants in creating a flow between places in the View Street precinct
- c. Host a successful public education and events program including walks, talks, tours and activities
- d. Have strong partnerships with local history societies and other public collections.
- e. Encourage our patrons to be our champions
- f. Have a network of supporters which include schools, clubs, businesses and local tourism operators
- g. Seek input and evaluation from our stakeholders – both internal and external
- h. Collaborate with other organisations to support sharing their stories, Dja Dja Wurrung, National Trust etc

To achieve this our focus in the next 2 years is:

	Actions	Priority	Responsibility
1	Develop a marketing and communications plan	High	Public Progs Team Leader
2	Establish a museum at History House	High	Public Progs Team Leader
3	Continue walk, talk, tours once a month	High	Public Progs Team Leader
4	Design diverse / sustainable public program in collaboration	High	Public Progs Team Leader
5	BHS comms / marketing / partnerships – identify and fill a role	High	Public Progs Team Leader
6	Keep communication and open dialogue through monthly meetings, e-news, feedback	High	Public Progs Team Leader

Priority Area - Our Volunteers

Goal 5. To have a strong and valued team of volunteers

We have a successful program that recruits, trains, manages, supports and values our volunteers

To achieve this, we will:

- a. Recognise our volunteers and their contribution
- b. Engage with and support volunteers to create achievable goals supported by training, development and leadership opportunities
- c. Ensure volunteers are provided with sufficient resources and tools
- d. Have flexible operating hours that suit our visitors and volunteers
- e. Have a volunteer framework with clear roles, responsibilities and lines of communication
- f. Collaborate and partner with external parties to recruit, retain, support and value our volunteers

To achieve this our focus in the next 2 years is:

	Actions	Priority	Responsibility
1	Create a volunteer framework	High	Volunteer Team Leader
2	Define the scope of different volunteer teams & their roles and responsibilities	High	Volunteer Team Leader

	Actions	Priority	Responsibility
3	Collection volunteers – reengage with current volunteers	Med	Volunteer Team Leader
4	Current volunteers supported to become trainers	Med	Volunteer Team Leader
5	Work out timetables with space and opening hours	Med	Committee
6	Survey members to understand their wants around volunteering	Med	Committee
7	Recruit new volunteers. Partner with university for projects / sourcing volunteers	Low	Volunteer Team Leader

Priority Area - Our Members

Goal 6. To have an engaged and active membership

We reach our membership targets

To achieve this, we will:

- a. Listen to our members and value their input
- b. Design a more diverse membership structure that can attract and retain people from juniors to businesses and older professionals
- c. Have targeted projects and activities that build membership engagement, locally, nationally and internationally
- d. Ensure member communication is regular, engaging and gets results

To achieve this our focus in the next 2 years is:

	Actions	Priority	Responsibility
1	Survey current members & non-members to understand needs / wants / opportunities and value their input.	High	Customer Service Team Leader
2	Use social media more actively eg Instagram	High	Social Media Team Leader
3	Cultivate local media (and use)	High	Public Progs Team Leader
4	Create a program with presentation & meeting times (flexibility)	High	Public Prog Team Leader
5	Implement results of m/ship survey to build engagement	High	Public Prog Team Leader
6	Increase social activities and opportunities	High	Public Prog Team Leader
7	Offer school groups – tours & displays (themed)	Med	Public Prog Team Leader

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