

STRATEGIC PLAN 2021-2025

OUR VISION

Inspiring Explorers

OUR MISSION

To conserve, share and encourage
the spirit of exploration

Guiding Principles

- ▲ Be global in outlook
- ▲ Look to the future - Ka mua, ka muri
- ▲ Keep relevant to New Zealand and our modern world
- ▲ Positive partnerships

Goals

Conserve

Conserve the international legacy under the Trust's care for the benefit of humanity

Outcomes

- ▲ Conserve, maintain and monitor all Antarctic sites and collections under our care
- ▲ Conserve Antarctica's first building and return conserved artefacts to site
- ▲ Collaborate with UKAHT to safeguard their Antarctic Peninsula heritage assets
- ▲ Maintain our reputation as the global leaders in cold climate heritage conservation

Share

Treasure and share the world's greatest polar exploration stories

- ▲ Embrace technology to bring Scott, Shackleton and Hillary polar legacy to a NZ and global audience
- ▲ Be the trusted source of information on the polar explorers' legacy we care for
- ▲ Share stories with global audiences
- ▲ Produce innovative content to generate greater brand awareness
- ▲ Increase reach and engagement across channels by 10% per year

Encourage

Connect youth with the physical world and spirit of exploration to educate, inspire and improve their lives

- ▲ Sustainable and scaled Inspiring Explorers™ programme with youth across a range of diversity indicators
- ▲ More young people connect with and value the importance of exploration and protecting this legacy

Sustain

Sustain and grow the Trust's programmes to make the world a better place, while caring for people and the planet

- ▲ Maintain and leverage NZ Government investment
- ▲ Long term and sustainable income bases
- ▲ Sustainable programmes for people and operations

Organisational Values

- ▲ Be open minded and curious
- ▲ Encourage positive risk taking
- ▲ Innovate
- ▲ Treasure the spirit and legacy of exploration
- ▲ Strive for excellence