

Goal 1: Ensure SUSTAINABILITY of the collection and staffing

ACTIVITY	TIMEFRAME	IMPACT
Complete cataloguing of objects on exhibition display at PSM and at other locations	2021–24	Stronger collection documentation KPI: Accurate identification and documentation of collection assets
Audit objects by location and complete cataloguing of objects stored offsite	2023–24	Stronger collection documentation KPI: Accurate identification and documentation of collection assets
Ensure adequate facilities and capacity to undertake object digitisation – training, workshop space and equipment	2021–22	Adequate space for collection storage Volunteer acknowledgement KPI: Improved workshop and documentation facilities
Undertake targeted deaccessioning programme to ensure exhibition and collection sustainability	2021–24	Ensure sustainability of collection and storage facilities KPI: Adequate and sustainable collection facilities
Establish a long-term vision for the onsite expansion of linked purpose-based spaces with key stakeholders (Visitor Information Centre/Powerhouse Motel, etc.)	2021–24	Adequate space for interactive displays and programming needs onsite KPI: Plans and options papers developed with key stakeholders
Ensure new exhibition displays include interactive exhibits and cater for family and education audiences	2021–24	Adequate space for interactive displays and programming needs onsite KPI: Increased family and education visitation
Ensure COVID-safe operation plans keep abreast of public health requirements and plan for safe collection and programming activities as restrictions allow	2021–22	Volunteer retention and renewal KPI: Ensure a safe and healthy facility for all staff and visitors
Ensure volunteer succession programmes are undertaken for all aspects of volunteerism – collection management, programming and guiding. Maintain strong links to the 'Are You Volunteering' program	2021–24	Volunteer retention and renewal KPI: Increased volunteer numbers KPI: More efficient operations
Allocate funding for paid staff for regular steam engine programmes	2021–24	Reduced onsite risk KPI: Regular steam engine programmes
Ensure adequate volunteer access to training and professional development opportunities	2021–24	Volunteer retention and renewal KPI: Increased volunteer numbers KPI: More efficient operations
Ensure information for volunteer guides is updated, accessible, accurate and consistent and that exhibition detail reflects display changes	2021–22	Volunteer retention and renewal KPI: More efficient operations
Acknowledge volunteer contributions to the PSM, past and present	2021–24	Volunteer retention and renewal KPI: Volunteer contributions recognised
Lobby for additional on-site staff support for PSM operations	2021–24	Volunteer retention and renewal KPI: Increased volunteer numbers KPI: More efficient operations

Goal 2: Satisfy the CURIOSITY of local, national and international audiences

ACTIVITY	TIMEFRAME	IMPACT
Establish new displays to best-practice museum standards and visitor engagement	2021–24	Improved visitor experience and repeat visitation encouraged KPI: Increased visitation balanced with best-practice collection care
Enable sustainable exhibition programming via object rotation/ exhibition refresh (post-audit) and offsite temporary exhibits	2022 onwards	Improved visitor experience and repeat visitation encouraged KPI: Increased visitation KPI: Excellence in collection management
Present key themes on energy sources as a contemporary story through exhibitions and programming. Key message: we continue to use and rely on power	2022–24	Improved visitor experience and repeat visitation encouraged KPI: Increased repeat visitation KPI: Increased visitation
Explore and implement new exhibition themes and interpretation methods, including the use of new technologies	2023–24	Refreshed exhibition spaces KPI: Increased repeat visitation
Generate new educational materials for adult learning and secondary schools engagement	2023–24	Improved schools and educational visitation KPI: Increased education-related attendance
Record volunteer stories in relation to Tamworth as a City of Light and key collection narratives – a lived experience through film and oral history	2022–23	Improved visitor experience KPI: Increased repeat visitation KPI: Increased visitation
Refresh and undertake annual City of Light themed programming for public events	2021–24	Improved visitor experience KPI: Increased repeat visitation KPI: Media coverage
Investigate the feasibility of undertaking projection-based City of Light Artist residency projects	2023–24	Improved visitor experience KPI: Increased repeat visitation KPI: Increased visitation KPI: Development of new audiences
Participate in national and state festivals and other events in the museum and heritage sector	2021–24	Increased visitation, higher museum profile and improved awareness KPI: Media coverage of events

Goal 3: Maintain COLLABORATION between volunteers, council staff, external networks and stakeholders

ACTIVITY	TIMEFRAME	IMPACT
Identify and pursue new partners/synergies to promote the City of Light as a key theme for Tamworth	2021–24	Increased visibility of museum Improved resources KPI: Building and developing new partnerships
Foster closer relationship with Visitor Information Centre, Communications and Destination Tamworth staff to ensure City of Light and PSM are included as key Tamworth stories	2021–24	Increased visibility of museum Improved resources KPI: Building and developing sector networks KPI: Increased visibility of museum
Undertake partnership projects with other local museums – including exhibition trails and shared resources for museums/ collections	2022–24	Increased visibility of museum KPI: Building and developing sector networks
Nominate the PSM and volunteers for local, regional, state and national awards and provide regular opportunities for acknowledgement	2021–24	Increased value of volunteering Increased visibility of museum KPI: Increased number of volunteers KPI: Media coverage
Work in partnership with volunteers to research and develop exhibitions and to generate interpretation with specialist collection knowledge	2021–24	Increased volunteer engagement KPI: Wider range of material available for physical and digital display
Work in partnership with volunteers to deliver guided tours and public programmes when required	2021–24	Increased volunteer engagement KPI: Positive audience feedback
Work in partnership with volunteers to research, catalogue and digitise the PSM's collection as part of the Digital Hub & Spoke Project to Crystal Clear standards	2021–24	Improved collection management and documentation KPI: Better collection documentation KPI: Skill development for volunteers
Identify and generate partnership projects with organisations, universities and businesses that deliver lighting from renewable energy sources	2021–22	Increased visibility of museum Improved resources KPI: Meeting the expectations of external stakeholders
Work collaboratively with AMaGA, Museums & Galleries of NSW (M&G NSW), Create NSW and other professional	2022–24	Increased visibility of museum KPI: Meeting the expectations of external stakeholders

VISITOR EXPERIENCE & AUDIENCE DEVELOPMENT

- Satisfy the CURIOSITY of local, national and international audiences

ACTIVITY	TIMEFRAME	IMPACT
Take informed action based on surveys of existing non-school/education audiences as a unified approach through Tamworth Regional Council	2022–24	Fact-based understanding of audiences KPI: Targeted communications processes
Research and record peak visitation times to ensure PSM opening times meet with visitor demand and adjust opening times accordingly	2021–22	Fact-based understanding of visitor needs KPI: Increased visitation
Maintain programmes and resources for new Tamworth and regional residents	2021–24	Stronger connection to place KPI: Targeted communications processes
Create specific engagement programmes around local segments that are weak or missing from PSM's audience profile	2022–24	Stronger connections to new local audiences KPI: Increased overall audience numbers
Progress introduction of multi-museum pass in consultation with local museums and Destination Tamworth	2021–22	Cross-fertilisation of museum audiences KPI: Targeted communications processes KPI: Building the unique brand of Tamworth Powerstation Museum

PROMOTIONS & COMMUNICATIONS

- Satisfy the **CURIOSITY** of local, national and international audiences

ACTIVITY	TIMEFRAME	IMPACT
Adopt a style guide for use across all marketing materials	2021–22	Stronger brand awareness KPI: Building the unique brand of the Powerstation Museum
Manage incoming and outgoing volunteer communications through staff support	2021–24	Ensuring volunteers have clear channels of communication KPI: Targeted communications processes
Continue the creation of a range of unique, low-cost Tamworth PSM merchandise	2021–24	Stronger brand awareness KPI: Sales of merchandise KPI: Building the unique brand of the Powerstation Museum
Communicate annually with schools via TRC's regional schools database	2021–24	Increased customer base KPI: Targeted communications processes KPI: Increased school visitations
Create social media product (video and imagery) articulating the visitor experience for each of the audience segments identified by the audience research (visitor survey)	2023–24	Clear articulation of visitor experiences Stronger connection with audiences KPI: Increased visitation
Continue hashtag campaign for social media, highlighting objects from the collection	2021–24	Increased knowledge of collection KPI: Social media engagement
Host annual famil with TRC staff and Destination Tamworth volunteers to ensure both broad- and narrow-cast coverage of events and programmes at PSM	2022–24	Increased knowledge of collection and experiences KPI: Better understanding of museum operations across Council teams