



View from the National Trust's Everglades House and Gardens (Photo: Christopher Shain)

Charting our Future

The National Trust of Australia (NSW) has launched a new 10 year strategic direction to re-position it to face different challenges in different times.

The Trust was formed in New South Wales in 1945, to protect colonial heritage and pristine bushlands from demolition. We remain Australia's largest independent conservation organisation, with advocacy, conservation and education as our core commitments.

Charting our Future will guide our direction for the next ten years, anchored firmly by the Vision, Mission and Values which have been formed through intensive consultation State-wide, and endorsed by the Trust Board.

The Trust in New South Wales has:

- 38 properties across the regions
- A collection of some 60,000 heritage items
- 22,000 members
- A team of 2,000 volunteers
- A strong community voice backed by much valued financial and sponsor support



Garden Volunteers participating in organic garden workshop at Norman Lindsay Gallery (Photo: William W. Smith)



National Trust's Grossmann & Brough Houses (Photo: Christopher Shain)

Vision

what we aspire to achieve

To be trusted as a leading independent guardian of Australia's built, cultural and natural heritage, and defender of our sense of place and belonging in a changing world.



Mission

what we do to achieve our vision

- **A**dvocate for the conservation of our built, cultural and natural heritage by engaging with the community and government
- **C**onserve and protect our built, cultural and natural heritage by example, advice and support
- **E**ducate and engage the community by telling our stories in ways that awaken a sense of place and belonging

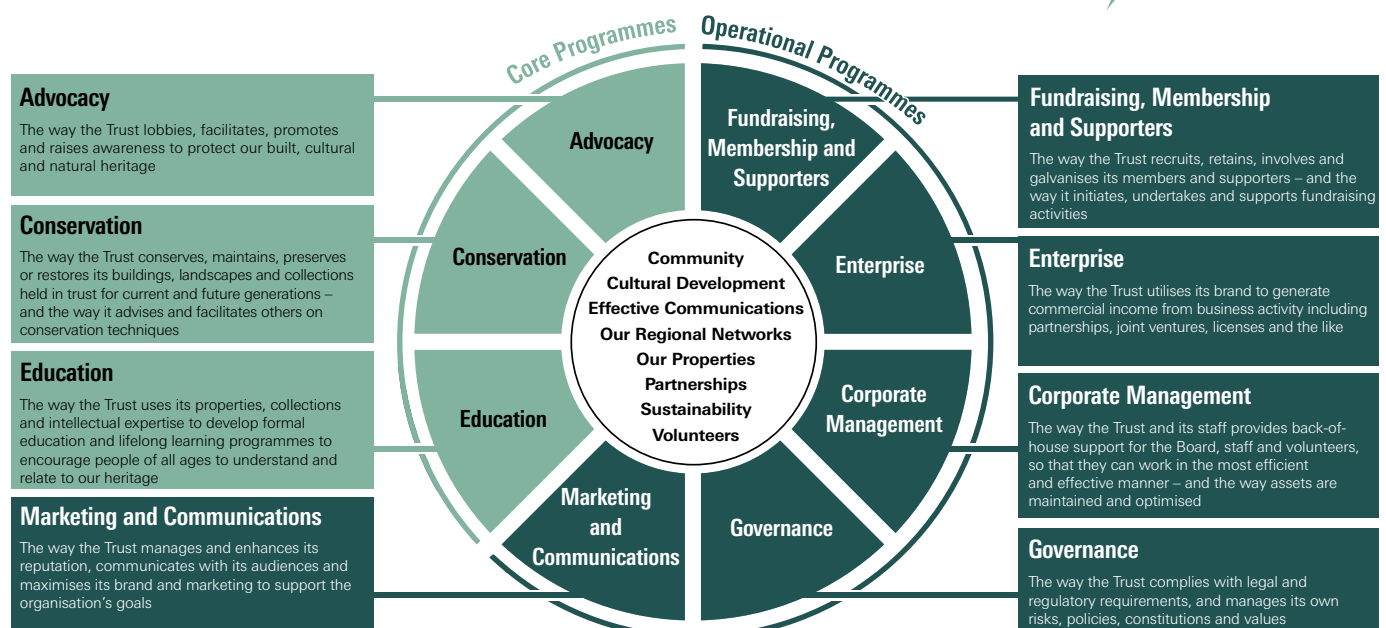
Values

the standards which underpin everything we do

- **I**ndependent – operate without fear or favour
- **T**rustworthy – uphold the highest standards of ethics, professionalism and governance
- **I**nclusive – embrace diversity
- **I**nspirational – awaken awareness and galvanise support for our causes



How we work





Festival of Children's Literature at Norman Lindsay Gallery (Photo: Christopher Shain)

Our Commitment to the Future

Ten clear corporate directions have been identified through the process of Charting our Future. We are committed to being:

- **Connected with communities and their cultures** – engaging and involving our members and the wider community
- **Enterprising** – developing new, innovative revenue streams for the Trust
- **An authoritative advocate** – galvanising support for the effective protection of heritage
- **A leading guardian** – caring for the assets we hold in trust
- **Inspiring** – to people of all ages and all walks of life
- **A compelling story teller** – telling special Australian stories
- **Relevant** – resonating with the community
- **Well recognised and understood** – promoting our brand to attract the support we need
- **Sustainable** – in everything we do
- **Strong within** – a network of valued and supported staff and volunteers, guided by a sound governance framework in everything we do



Core Programmes

Advocacy

Our goals

1. To be recognised and respected as the leading independent advocate for the built, cultural and natural heritage of New South Wales, working on behalf of the community and our members
2. To run strategic, prioritised advocacy campaigns, which are based on evidence and informed advice to enable timely and effective responses
3. To have a network of advocacy partnerships aligned with the values and objectives of the Trust, as a means of encouraging public debate and support

Conservation

Our goals

1. To hold in trust the built, cultural and natural heritage of New South Wales in accordance with a clearly articulated philosophy and within our organisational capacity
2. To conserve built, cultural and natural heritage to a level that meets, or exceeds, relevant standards
3. To be recognised as setting benchmarks for heritage conservation, and as a leading source of advice

Education

Our goals

1. To be recognised as a provider of quality educational experiences that support the Trust's vision
2. To use our resources to educate, foster lifelong learning and encourage support of the Trust and the heritage it protects
3. To support our advocacy and conservation by encouraging research and inquiry into Australia's built, cultural and natural heritage





Educational Group at Old Government House (Photo: Christopher Shain)

Operational Programmes

Marketing and Communications

Our goals

1. To increase recognition of the Trust as a leading independent guardian of Australia’s built, cultural and natural heritage
2. To ensure that the Trust’s Marketing and Communications is, and is perceived to be, cohesive and consistent across the whole organisation’s activities
3. To ensure that the Trust’s Marketing and Communications support the Trust’s programmes to perform to their optimum level

Governance

Our goals

1. To have a governance framework which is relevant to the Trust’s needs and ethics, and which is seen to be rigorous, robust, transparent and comprehensive
2. To be recognised as having formal governance policies, procedures and guidelines which have been endorsed by the Board and are embedded in our culture

Enterprises

Our goals

1. To optimise commercial return from our brand
2. To increase our financial stability while strengthening our reputation
3. To ensure that enterprise activities reinforce our vision, mission and values

Fundraising, Membership and Supporters

Our goals

1. To be recognised by the wider community as a leading charity worthy of generous support and participation because of our commitment to the protection, care and shared understanding of Australia’s heritage
2. To acquire and build meaningful loyal relationships with our members and supporters to increase their engagement with the Trust and support for our work
3. To build sustainable income streams from fundraising, membership and supporters so that our core programmes can grow



Corporate Management

Corporate Management - Our goals

1. To have programmes that are financially, socially and environmentally sustainable
2. To have a team of staff and volunteers who are committed, provide the knowledge and expertise needed by the Trust, and feel valued
3. To have a network of systems and technologies that are accessible, integrated and matched to the Trust’s needs
4. To have processes that are simple, current, transparent and efficient, meeting needs effectively while minimising risk

Total Asset Management - Our goals

1. To manage all Trust assets sustainably and effectively to meet the Trust’s needs
2. To have procurement and purchasing processes which are efficient and transparent

