



ANTARCTIC HERITAGE TRUST  
— INSPIRING EXPLORERS —

# STRATEGIC PLAN

**2018-2023**



# GOALS, STRATEGIES AND OUTCOMES

## 2018-2023

GOAL

1

Conserve Antarctica's heritage under the Trust's care for current and future generations globally

### STRATEGY

- ▲ Utilise our excellence in cold climate heritage conservation practice

### OUTCOMES

- ▲ Conserve Antarctica's first building and return conserved artefacts to site
- ▲ Maintain and monitor all sites under the Trust's care
- ▲ Safeguard artefacts in storage in New Zealand
- ▲ Collaborate with UK Antarctic Heritage Trust on Antarctic Peninsula heritage conservation
- ▲ Offer our services and intellectual property to third parties

GOAL

2

Share the world's greatest polar exploration stories

### STRATEGY

- ▲ Partner with others
- ▲ Showcase our intellectual property and connect with people via digital channels
- ▲ Engage on projects that help connect people with polar exploration

### OUTCOMES

- ▲ Deliver Virtual Reality experiences for Scott's, Shackleton's and Hillary's Huts in Antarctica
- ▲ Triple digital engagement and reach
- ▲ Host a minimum of two public events annually
- ▲ Deliver high quality, reputable content

GOAL

3

Encourage young people to explore the physical world to educate and inspire them

### STRATEGY

- ▲ Provide opportunities for young people to experience Antarctica and the polar regions
- ▲ Develop the Inspiring Explorers' initiative

### OUTCOMES

- ▲ Sustainable Inspiring Explorers' initiative, encompassing both an elite and grassroots programme that provide opportunity for more young people to connect with exploration
- ▲ Charter or collaborate with a partner on a ship voyage to Antarctica
- ▲ The Trust's Conservation Ambassador programme thrives

GOAL

4

Sustain and grow the Trust's programmes, while caring for people and the planet

### STRATEGY

- ▲ Maintain and leverage the New Zealand Government's investment in the Trust
- ▲ Undertake a capital fundraising campaign
- ▲ Ensure our programmes are sustainable in terms of our people, funding and the environment

### OUTCOMES

- ▲ Inspiring Explorers' initiative embraces more young people across the socio-economic spectrum
- ▲ Maintain and leverage New Zealand Government's investment
- ▲ Double annual passive income
- ▲ Sustainable programmes and operations



# VISION

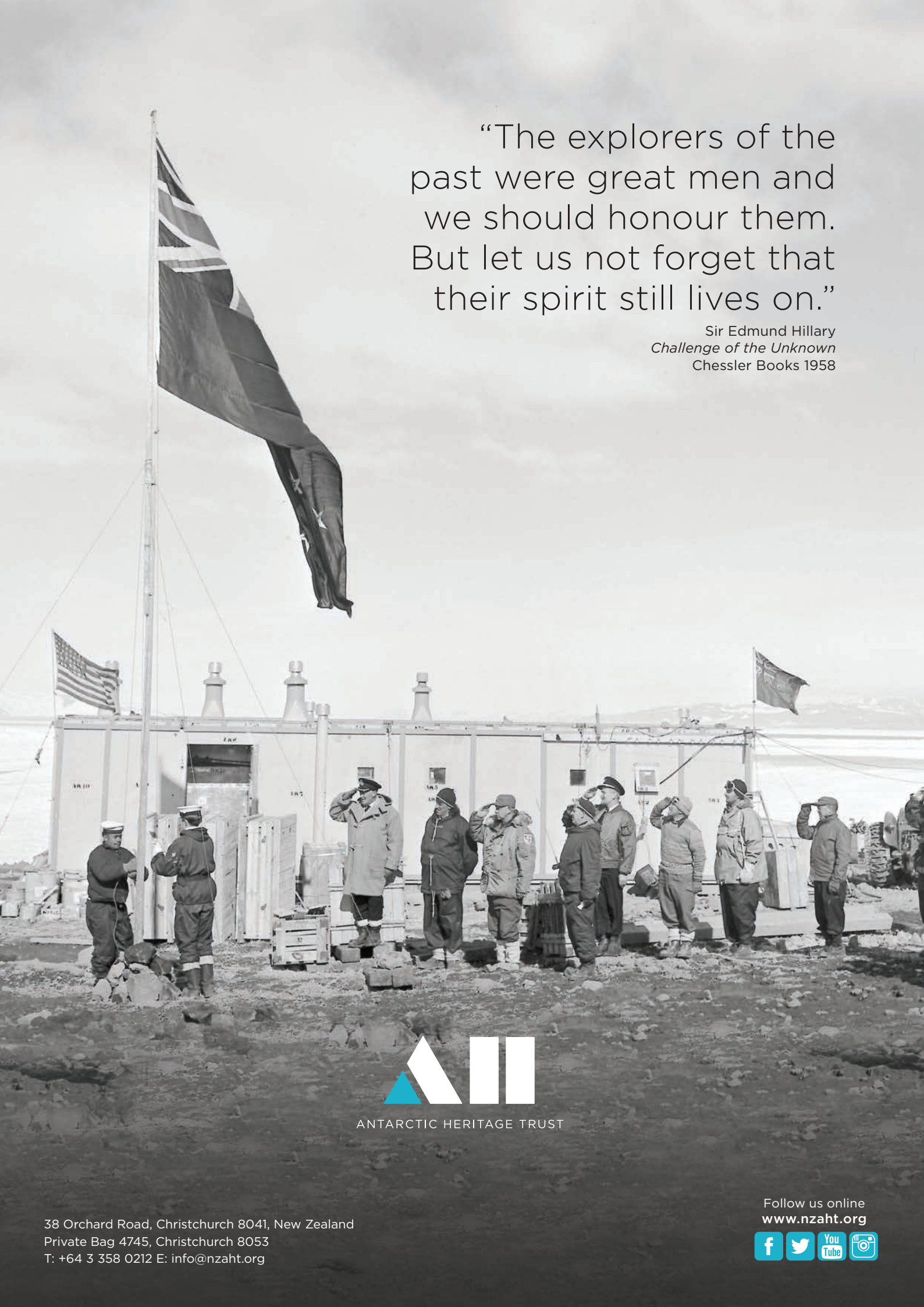
## Inspiring Explorers

### MISSION

Conserve, share and  
encourage the spirit of  
exploration







“The explorers of the past were great men and we should honour them. But let us not forget that their spirit still lives on.”

Sir Edmund Hillary  
*Challenge of the Unknown*  
Chessler Books 1958



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