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

Outcomes
▲ 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

Outcomes
▲ 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

Outcomes
▲ 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