

OUR VISION: (The state we are working to create)
Maritime experiences are boldly embraced, shared and lived from a cultural centre on the waterfront.

OUR MISSION: (Why we exist)
Engage communities in witnessing and preserving maritime heritages.

OUR VALUES: (The beliefs we share and how we get things done)

- **Inclusion** – We embrace diversity, equity and accessibility in all we do. We are welcoming.
- **Respect** – We are compassionate, empathetic and humble. Our results are propelled by collaboration and teamwork.
- **Integrity** – We are open, honest and transparent. Our work is anchored by being responsible, accountable, authentic, and socially and environmentally responsible.
- **Innovation** – We are curious, dynamic and adventurous. Our work is fueled by passion, action and flexibility.
- **Salty** – We are everything maritime. Our work is meaningful, impactful and relevant.

OUR STRATEGIC PRIORITIES: (What we will focus on)

Secure New Waterfront Home

Establish a new location for the Museum on Victoria's waterfront.

Build Partnerships

Engage with First Nations and others to develop enduring and mutually beneficial relationships.

Preserve & Protect the Collection

Ensure appropriate space and care for the Museum's extensive collection.

Grow Our Community

Enhance the Museum's profile and community connections, and grow our audience base.

Be Sustainable

Build financial stability and sustainability, and the Museum's human resource capacity.

OUR SUCCESS: (The results we will achieve)

- We have a secure collection and waterfront cultural centre.
- We have strong Indigenous relationships.
- We are financially sustainable.
- We are a 'must see' cultural destination.
- We have increased community support and participation.