



# Our Mission

To preserve and protect our land, heritage and culture while transforming the lives of our community.

# Our Vision

Standing together on our land, be known as the cultural and management authority of our country, as leaders in our fields of endeavour and as creators of opportunity for our community.

2020 - 2023

## STRATEGIC OBJECTIVE 1

### Manage our Land and Sea and Keep our Culture Strong

As the cultural authority, preserve, protect and share our country and culture for future generations.

#### Strategic Goals

1. Continue to work towards the World Heritage listing of Murujuga.
2. Strengthen our Ranger program and work towards the lead role in the management of our National Park, our sea country and our country beyond the National Park.
3. Ensure we are properly embedded in and have a primary decision-making role in the rock art monitoring and management program.
4. Continue to consolidate and expand our cultural awareness programs to enhance knowledge and generate understanding of our culture and to provide cultural safety to those who visit and work in our country.
5. Implement the development of our Living Knowledge Centre as our cultural hub and as a keeping place for our culture and heritage.

## STRATEGIC OBJECTIVE 2

### Deliver Value to our Members

Support our members and community and provide opportunities for their growth, well-being and prosperity.

#### Strategic Goals

1. Work closely as the traditional Ngarda Ngarli to maintain cohesion and to ensure our programs and outcomes reflect the needs of our community.
2. Review and renew our member benefit services and refocus our efforts for maximum impact.
3. Through our Business Development Unit, work to facilitate and create meaningful employment and business opportunities for our members and community.
4. Deliver clear and regular communication to our members to ensure they are informed of our progress, the opportunities we are pursuing and the outcomes we are achieving.

## STRATEGIC OBJECTIVE 3

### Strengthen Our Foundations

Ensure our Corporation, governance and our agreement administration are robust and strong to provide the platform we need to embrace opportunity.

#### Strategic Goals

1. Deliver excellent base business including ensuring requirements of the BMIEA are met.
2. To ensure consistency and accountability, review and where required redevelop our internal management system to ensure our key processes and systems are in place.
3. Review our key governance instruments and work to implement identified improvements.
4. Provide our Board and Staff with strong executive and professional development opportunities to ensure our people meet and exceed the standards and aspirations we set as a Corporation.
5. Ensure our structure fits our purpose and our function and allows us to build the strong future we are working towards.
6. Be understood as the cultural authority for our country, as experts in our fields of endeavour and ensure strong representation of the interests of our people, country and culture to our partners and to external parties.

## STRATEGIC OBJECTIVE 4

### Build our Commercial Footprint

Create long term financial sustainability for the organisation to maximise value for our members today and tomorrow.

#### Strategic Goals

1. Develop a Commercial Unit and Organisational structure to drive financial sustainability through positioning to capture commercial ventures.
2. Finalise a detailed business case for the Murujuga Tourism Precinct and work towards the construction of the precinct.
3. Further develop Murujuga tourism to ensure our country and culture are appreciated and revered, to create employment for our people and to develop sustainable revenue streams.



# Our Values

## CULTURE

Our culture, our cultural strength and our cultural values are the foundation of all we do and all we seek to achieve. Our decisions and our actions will always be guided by our culture.

## UNITY

Our traditional Ngarda Ngarli, our organisation and our Board work in unity to serve the interests of our country, our culture and our people.

## RESPECT

We respect our Elders, each other, our organisation, our members and our stakeholders, we act in a manner that demonstrates this and we expect this of others in their dealings with us.

## INITIATIVE

We follow through with an action or task with an aim to exceeding expectations. We innovate and we take the next step without needing to be prompted.

## ACCOUNTABILITY & TRANSPARENCY

We take responsibility for our actions, we act with integrity, we do what we say we will do, we are open and honest and we deliver the results we promise.