



# Our Mission

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

2020-2023

# 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.

## 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 which includes finalising the WHL Dossier, and undertaking the necessary requirements in preparation for assessment by the International Council on Monuments and Sites (ICOMOS).
2. Ensure there are opportunities and training for Rangers and MAC staff to continue expanding our role in scientific studies, project management and regulation, and that MAC is recognised as the lead role in the management of our National Park.
3. Strengthen our partnership with DBCA by:
  - Representatives being based at MAC HQ on a daily basis; and
  - Joint collaboration on budget preparation, mutual agreement setting and regular reporting that is transparent, clear and concise.
4. A priority focus on the Archipelago through:
  - Joint management of the Archipelago; and
  - Revision of the Archipelago cultural management plan.
5. Ensure we remain properly embedded in and have a primary decision-making role in the rock art monitoring and management program.
6. Ensure the Murujuga rock art strategy and monitoring program provide robust data and a strong environmental quality management framework for the protection of the rock art.
7. Work in collaboration with state government and stakeholders to deliver clear and proactive communication regarding the outcomes of the rock art strategy.
8. 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.
9. Development of the tourism program and interrelated projects including the tourism precinct, (such as the Living Knowledge Centre and accommodation), National Park access road and day use areas and the planning framework. This includes the continued lobbying of key decision makers as well as future financial contributors.

## 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. Establish and embed the Murujuga Wealth Creation Trust and continue to negotiate with future contributors.
4. During the establishment period of Murujuga Wealth Creation Trust, build a collaborative relationship with our Professional Trustee.
5. Through our Business, Education and Training Development Unit, work to facilitate and create meaningful employment, training and business opportunities for our members and community.
6. 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.





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### 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. Ensure obligations are met under the BMIEA by industry, the State and MAC.
2. Finalise the MAC Management System of operating policies and procedures.
3. Ensure corporation governance is strong with the full implementation of the Integrated Cultural Heritage Management System.
4. Full implementation of the Electronic Document Management System (EDMS).
5. Review our key governance instruments and work to implement identified improvements including stakeholder engagement, succession planning and functional working streams within MAC.
6. 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.
7. Ensure our structure fits our purpose and our function and allows us to build the strong future we are working towards.
8. Recognised by the Government, Industry and Community as the cultural authority for our country; as experts in our fields of endeavor 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. Through Murujuga Commercial Limited drive financial sustainability by capturing commercial opportunities.
2. Through Murujuga Commercial Limited enable economic self-determination for the Murujuga community through innovative and competitive commercial activities.
3. Through good governance practice and in line with the Murujuga Group structure and Board Charter, Murujuga Commercial Limited will continue to develop its reporting capabilities and lines of accountability.
4. Finalise the detailed business case for the Murujuga Tourism Precinct, working towards the construction of the Precinct and the active lobbying to secure adequate funding over the next 12 months.
5. Further develop Murujuga tourism opportunities to ensure our country and culture are appreciated and revered, to create employment for our people and to develop sustainable revenue streams.
6. Continue to pursue specific research and development projects.
7. Pursue opportunities related to our investment property portfolio.
8. Continue to pursue and deliver commercial opportunities for the land and sea unit.



# 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.

