



THE UNIVERSITY OF  
SYDNEY

CHAU CHAK WING  
MUSEUM

# Chau Chak Wing Museum

Strategic Plan 2024 – 2026



# Contents

Executive Summary .....	2
Purpose .....	2
Pillars.....	2
Access .....	2
Equity.....	2
Authorship.....	2
Sydney in 2032 Strategy .....	3
Our aspirations .....	3
Strategic Plan 2024-2026: Pillars of Access, Equity, and Authorship .....	4
Introduction.....	4
Access: How we open the door .....	5
Equity: Who comes through the door.....	6
Authorship: Who gets to speak once inside.....	7
Conclusion: Vision for the Future .....	8

# Executive Summary

## Purpose

Located on Gadigal land, in the heart of the University of Sydney, the Chau Chak Wing Museum celebrates difference and inspires life-changing experiences through diverse exhibitions, engaging programs, and our care for the University's extensive collections. As we are custodians of one of the oldest collections in Australia, we work side-by-side with communities to reimagine what our Museum can be. We enrich the student experience, fostering lifelong learning and providing unique experiences through education, research and scholarship. Our outlook is global, emerging from a core understanding and acknowledgement that we are on unceded lands of Aboriginal and Torres Strait Islander peoples.

## Pillars

### Access

We will:

- Be a welcoming place.
- Break down barriers and actively seek ways to open our Museum to everyone.
- Expand curatorial and collection procedures to make our practices transparent.
- Enhance collection visibility and relevance through active community engagement and representation.

### Equity

We will:

- Make space for everyone to see themselves in the Museum.
- Work alongside diverse communities to ensure they are represented in programs and collections.
- Ensure our structure and staffing reflect diverse lived experiences.
- Foster the next generation of museum professionals and visitors.

### Authorship

We will:

- Give agency to enable diverse knowledge holders to lead.
- Highlight alternative narratives and new ways of understanding.
- Embrace truth-telling throughout the Museum.
- Seek research opportunities and partnerships to expand our collective knowledge.

# Sydney in 2032 Strategy

## Our aspirations



# Strategic Plan 2024-2026: Pillars of Access, Equity, and Authorship

## Introduction

In the next three years, our vision is for the Chau Chak Wing Museum to become a central and dynamic hub for cultural engagement and education at the University of Sydney and a transformative force in the cultural landscape. We aspire to be a leading museum recognised for its inclusivity, diversity, and innovative programming. We aim to be a place where the community can unite to explore, learn, and connect through cultural experiences. By focusing on our three pillars—access, equity, and authorship, we will create a museum that not only addresses the difficult issues of our time but significantly contributes to the cultural fabric locally and globally. These efforts align with the University of Sydney 2032 and One Sydney, Many People strategies, aiming to impact student life and the broader community positively.

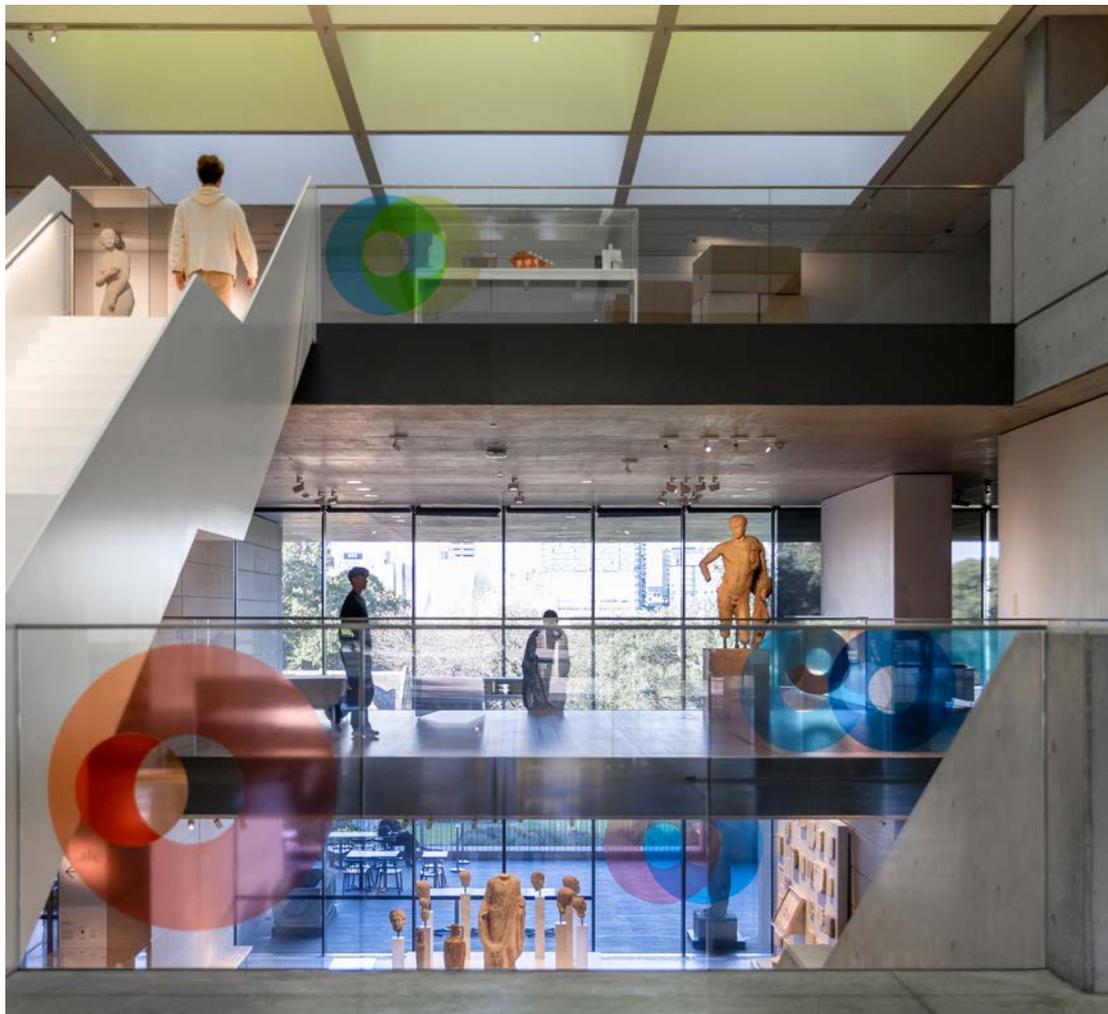


Image: Consuelo Cavaniglia: *seeing through you* (installation view), Chau Chak Wing Museum, 2024. Photo by: Stefanie Zingsheim.

## **Access:** **How we open the door**

Communities are at the heart of our strategic plan and our focus is on meeting their diverse needs and expectations. Over the next three years, our initiatives under the Access pillar, in close collaboration with our diverse audience and communities, aim to significantly enhance our institution's inclusivity and engagement. These efforts directly benefit student life and contribute to being the University of Sydney's front door. This is a testament to our commitment to inclusivity and community engagement.

The Chau Chak Wing Museum is dedicated to celebrating diversity and igniting life-changing experiences through our rich exhibitions, dynamic programs, and stewardship of the University's extensive collections. We will be a welcoming place, breaking down barriers and seeking innovative ways to open our doors to everyone. By expanding our curatorial and collection procedures, we aim to foster transparency and enhance the visibility and relevance of our collections through active community engagement and representation.

Inspired by the Sydney 2032 strategy, we are committed to fostering inclusivity and accessibility in every aspect of our initiatives. Through strategic collaborations and audience-focused approaches, we have redefined what it means to be accessible, leading to an increase in repeat visitors year on year.

We champion a comprehensive accessibility plan, co-designing exhibitions with accessibility and community organisations and providing multilingual resources to set a new standard for inclusivity. Our dedication to exceptional customer service has built a welcoming and supportive environment, enhancing visitor satisfaction and encouraging return visits and positive word-of-mouth recommendations.

To meet the diverse needs of our audience and ensure inclusivity, we will implement a comprehensive accessibility plan. Enhancing accessibility involves conducting an annual audience survey on accessibility and program relevance and evaluating front-of-house operations. We will develop an accessibility plan for all programs and exhibitions so everyone can engage on their terms. By aligning with the University's disability and inclusion action plan and creating a digital access strategy, we aim to increase alumni participation and improve visitor experience.

We intend to institute a rigorous customer service training program for all staff, focusing on partners and community engagement. This program aims to improve the visitor and partner experience by ensuring staff are well-equipped to provide exceptional service. Partnering with customer service experts, training organisations, and First Nations advisors will enhance the effectiveness of this program. As a result, we expect our institution to become known for its welcoming and supportive environment, contributing to increased visitor loyalty and positive feedback.

We are committed to understanding and meeting our communities evolving needs, which will foster a deeper connection between the museum and its visitors. This includes partnerships with First Nations peoples and communities from where our collections originate. Feedback from communities will not only be welcomed but actively sought as a vital part of our continuous improvement process. Achieving these outcomes is a promise that everyone, regardless of who they are, can fully engage with and benefit from our institution and foster a sense of belonging.

## **Equity:** **Who comes through the door**

We will ensure the Museum is diverse and representative. Our efforts under the Equity pillar aim to create a more inclusive and representative institution through strategic collaborations and audience-focused initiatives, enhancing the student experience and supporting the University of Sydney's 2032 plan.

We are dedicated to making space for everyone to see themselves within our walls. We work alongside diverse communities to ensure they are represented in our programs and collections, reflecting a broad spectrum of lived experiences and fostering the next generation of museum professionals and visitors.

Aligned with the University of Sydney 2032 strategy, we emphasise equitable access to education and cultural experiences. We will become more representative of our diverse community through inclusive programming and targeted recruitment. By co-designing programs, exhibitions, and collection research with the community, we will open the Museum to broader conversations.

To amplify First Nations voices, we place them at the forefront of our programs, ensuring that First Nations curators lead the way. We are committed to making our First Nations collections digitally discoverable, enabling knowledge and objects to be shared or repatriated back to their communities in line with the aspirations of the One Sydney, Many People strategy.

Efforts to diversify our staff and leadership will bring new perspectives and ideas, ensuring that our offerings are innovative and relevant, ensuring our communities feel represented within our institution. We can better serve a wider audience and communities by embracing new perspectives and ideas and by striving to create a leadership team that reflects a variety of backgrounds and lived experiences, resonating with our audience, including students. Embracing diverse representation within our institution allows us to consider multiple perspectives, foster innovation and relevance in our programs, and care for the collections, enhancing the University's inclusive environment.

We will launch programs in partnership with local community organisations that reflect our community's cultural diversity. We aim to attract a diverse audience, including students, and receive positive feedback for our inclusivity. Collaborating with cultural groups and student organisations will ensure the authenticity and relevance of these programs, making them more engaging for our diverse audience. Achieving these outcomes is essential because they foster cultural understanding, celebrate diversity, and ensure that our programming is relevant and engaging to all community segments, particularly the student body.

We will introduce opportunities to ensure underrepresented groups, particularly from Western Sydney, can participate in our programs. Our primary and secondary student support program with Object Based Learning, will be expanded in collaboration with philanthropic partners. It aims to enable many individuals to engage with our offerings, broadening our reach and impact. These initiatives will be instrumental in promoting equity and inclusion within our community, ensuring that financial barriers do not prevent our audience, particularly students, from accessing our programs.

## **Authorship: Who gets to speak once inside**

We will ensure the Museum is diverse and representative. Our efforts under the Authorship pillar aim to create a more inclusive and representative institution through strategic collaborations and community-focused initiatives, enhancing the student experience and supporting the University of Sydney's 2032 plan.

We are committed to empowering diverse knowledge holders, giving them the agency to lead. We highlight alternative narratives and embrace truth-telling throughout our exhibitions and programs, seeking research opportunities and partnerships to expand our collective knowledge.

We will put First Nations voices at the forefront of the museum's program, opening it up for communities across Australia to play a leading role by asking First Nations curators to lead the program. We will make First Nations collections digitally discoverable, enabling knowledge and objects to be shared or repatriated to the communities. We will make significant changes to the First Nations Ambassador's exhibition program by expanding the co-design of the program and creating a platform for collections and knowledge to be showcased on a national stage in their own voices.

Valuing multiple perspectives, we will establish the Museum as a hub for informed dialogue and interdisciplinary projects. Partnerships with artists, cultural institutions, community organisations and a broad cross-section of the University will result in impactful projects, addressing difficult subjects through research, art, and collections. These collaborative efforts will bring diverse expertise together, creating meaningful solutions and engaging the audience in difficult conversations.

We plan to redesign our website to improve user experience and engagement, focusing on the needs of our diverse audience, including university students. The new website will feature a more intuitive interface and better tell the story of the Museum, making it more accessible. Collaborating with digital experts, community groups, and university departments will enhance our online presence. Interactive features like virtual tours and live Q&A sessions with curators aim to engage our digital audience further.

We will update our online educational modules to provide high-quality, diverse content for schools, focusing on the needs of educators and students. These resources authored in collaboration with cultural experts and First Nations representatives aim to enrich the curriculum.

## Conclusion: Vision for the Future

In three years, the Chau Chak Wing Museum will be a leading cultural hub at the University of Sydney, celebrated for its inclusivity, diversity, and innovative programming. We will have widened access, ensuring a welcoming and supportive environment for all visitors, particularly through enhanced accessibility and community engagement.

Our initiatives will have created a truly representative institution with diverse staff and leadership, inclusive programs, and strong partnerships promoting social equity. Authorship will empower a multitude of voices, with First Nations peoples prominently featured, and our collaborative projects fostering meaningful dialogue and impact.



Image: *Egyptian Galleries* (installation view), Chau Chak Wing Museum, 2023. Photo by: Stefanie Zingsheim.