



Strategy 2023–28

Values

- > We place First Nations culture at the centre of Australian culture.
- > We continuously champion diversity, inclusivity and cultural safety.
- > We are approachable, accessible and reflective of our diverse communities.
- > We embrace innovation and learn from experimentation.
- > Our work is impactful and legible to our stakeholders and communities.
- > We actively collaborate with our industry peers, and work together with generosity, integrity, transparency and respect to achieve collective goals.

Vision

To build a vibrant, diverse connected society of screen literate and technologically skilled watchers and players, and a thriving ecology of creative makers.

Mission

By 2028 ACMI, your museum of screen culture, will be a globally recognised hub that connects people, communities, technology and ideas to shape our futures.

Audience

We are an approachable museum where diverse audiences repeatedly engage with our multiplatform offer.

Programming

Approachable, inclusive programs and transformative exhibitions focussed on screen culture and the creative technologies that shape our futures, inspire audiences and create national and international cultural exports.

Stakeholder

An engaged network of ethically aligned advocates, active supporters and collaborators across our communities and screen industries who support and inform our work.

Infrastructure, Assets & People

Our infrastructure, assets and people are responsive, resilient, and supported to deliver our mission and minimise our environmental impact.



Sub-Strategies 2023–28

Audience

Place audiences at the heart of our decision-making to enable connection and grow a cohort of community advocates.

Build meaningful engagement with our communities by removing the barriers for people to participate in a uniquely recognisable, accessible and connected program of screen culture experiences.

Adapt and respond creatively to meet changing audience needs, contribute to the Victorian visitor and creative economies and build recognition locally, nationally and internationally.

Create new models and methods of audience engagement by building on our existing investment in technology-led innovation and share these with other institutions.

Programming

Deliver a uniquely recognisable and connected program of screen culture exhibitions and experiences, differentiated from other local and national cultural organisations, with perspectives that are representative of our communities embedded throughout.

Create visible breakthrough moments for screen culture practitioners, with unique opportunities and pathways to build a stronger and more diverse Victorian screen culture sector that grows its economic viability, cultural impact and sustainability.

Develop screen and technology capabilities within the Victorian education sector by working with students and teachers at scale through syllabus-leading programs and training initiatives.

Be an acknowledged global leader for museum practice and innovation across public engagement, technologically enhanced exhibition design, preservation and curatorial

Stakeholder

Be recognised by screen industry stakeholders and their audiences as Australia's home for screen culture.

Strengthen relationships and deepen engagement with culturally, linguistically, racially and ethnically diverse organisations and peak bodies representing First Nations, LGBTQIA+, Deaf and disabled communities.

Expand our position as key to local, State and Federal Government's technology and innovation; education; cultural; tourism policies.

Develop transparent institutional relationships that are ethically aligned, strategically managed and mutually beneficial.

Infrastructure, Assets & People

Continue to develop a responsive and culturally competent workforce that supports our program and audiences, and encourage a culture of experimentation to support new ideas and practices.

Increase ACMI's funding base with a focus on growing self-generated revenue streams through new models and methods, leveraging our sector-wide expertise and reputation as an approachable, technologically advanced museum.

Develop, maintain and operate a responsive infrastructure designed to support our programs, partnerships and audiences.

Evolve people, assets and systems through organisational learning.