



AUCKLAND OBSERVATORY AND PLANETARIUM TRUST

STRATEGIC PLAN

2011 - 2016



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Our Strategic Plan

The Auckland Observatory and Planetarium Trust Board look forward to the next exciting period of Stardome's operation and continued growth, guided by this, the Trust Board's second Strategic Plan.

The Trustees, our staff, and the many volunteers who make up the Stardome team, and who have been involved in the development of this second Strategic Plan, will continue their commitment to develop and operate this unique facility to serve all of the community within the Auckland region and to:

- Promote astronomy to the region and nationally;
- Continue to support our internationally recognised astronomical research programme;
- Strengthen our relationship with and our support of the Auckland Astronomical Society;
- Inspire youth to value education and to pursue careers in science.

We look forward to continuing our 50 year journey with our stakeholders and now with our associates under Regional Facilities Auckland and the Auckland Council. We are grateful for their continuing support, along with the support of all our funding partners.

On behalf of us all at Stardome.

Ross Sharp

Chairman

Stardome Mission, Vision and Values

MISSION:

To share knowledge of space in ways that Inspire, Challenge and Educate.

VISION:

We will:

Be the preferred and most trusted resource for promoting astronomy to the people of New Zealand

Exploit our unique location to make discoveries about the Universe that excite interest in Astronomy.

Inspire youth to value education and pursue careers in Science.

VALUES:

Passion:

We are passionate about bringing the knowledge of space into the community.

Respect:

We are considerate and value others.

Integrity:

We are sincere and act with honesty to others and ourselves,

Inclusion

We work as a team, involving those around us to utilise our strengths.

Innovation:

We seek out new ideas and concepts.

Key Strategies:

Customer Experience

Provide a superior entertaining and educational visitor experience by utilizing our knowledge, technology, displays and interactives to engage our customers. We will make our facility as available as we can to the people of Auckland, constantly working to maintain and develop the facility as a leading Auckland icon.

Sustainability

Ensure the Ongoing Sustainability of the Organisation.

Culture

To encourage a culture within the organisation based on a high degree of ethics. To foster leadership, professional attitudes and pride amongst the Stardome team, encouraging creativity, new ideas and innovation.

Research

Ensure that Stardome Observatory and Planetarium continues to be a leader in Astronomical research in New Zealand and a valuable contributor to international astronomical research.

Stardomes research strategy revolves around three key elements; facilities, people and collaboration.

Customer Experience

Provide a superior entertaining and educational visitor experience by utilizing our knowledge, technology, displays and interactives to engage our customers. We will make our facility as available as we can to the people of Auckland, constantly working to maintain and develop the facility as a leading Auckland icon.

Strategies:

- Increase Public and Education Visitor numbers to Stardome.
- Develop a unified approach to Customer Services throughout the company.
- Utilize the Technology and Displays as a point of difference.
- Seek out new Customer groups to grow the business, such as Corporate's.
- Become a "must see" attraction, to Aucklanders and visitors to Auckland.

Strategic Actions:

Year One:

Continue and grow our low decile school program.

Review Admission prices to make the facility more accessible.

Build the Library of shows by five new shows, which can be used in both Public and Education.

Complete a customer survey, encompassing both Public and Education.

Complete a ticketing solution which interfaces with the web, and allows a seamless interface for our customers.

Improve Stardomes Public Market profile through targeted marketing initiatives.

Targeted marketing programs to the Education Sector.

Investigate Portable Dome to increase outreach.

Years two to five:

Further build up library of shows.

In house development of shows with a strongly New Zealand/Pacific feel.

Customer Satisfaction survey to be completed to measure improvement in customer services.

Sustainability

Ensure the Ongoing Sustainability of the Organisation.

Strategies:

- Strengthen relationships with funders.
- Ensure Education program is of a standard that will continue to attract LEOTC funding.
- Increase revenue through increased attendance at public and education programs.
- Ensure Sustainability and Renewal of Technology and Displays.
- Seek out new customer groups and new revenue sources to grow the business.
- Develop closer working relationships with local Iwi.

Strategic Actions:

Year One:

- Auckland Regional Amenities Funding Board and Regional Facilities Auckland – Management and Board to actively seek out opportunities to engage with members these groups.
- Develop closer relationships with charitable trusts with a specific focus on grants for renewal of capital equipment.
- Continue to work with Regional Facilities Auckland to seek a solution to the issues around the loans from the former Auckland City Council.
- Put a system in place for capturing all funding opportunities.
- Review Education programs against LEOTC standards and core requirements of the current curriculum.
- Close monitoring of all expenses to keep in line with budgeted expectations.
- Targeted marketing at the events and venue hire market.
- Engage with Iwi to further develop relationship, and content for local shows.

Years Two – Five:

- Continue to develop and strengthen relationships with funders.
- Maintain LEOTC status and funding

Culture

To encourage a culture within the organisation based on a high degree of ethics. Foster leadership, professional attitudes and pride amongst the Stardome team, encouraging creativity, new ideas and innovation.

Strategies:

- Develop and maintain best practice policies and procedures that support an organisation wide focus of people development.
- We will use a competency framework to develop leadership and management skill base within Stardome. It will consistently frame job descriptions, performance management and development plans.
- To cultivate a customer focused workplace where people are recognised for their contribution, realise their potential and are inspired to provide outstanding service.

Strategic Actions:

Year One:

- Complete a staff survey.
- Develop a volunteer plan.
- Identify training needs and develop training plans to meet identified training needs.
- Review all HR files for compliancy
- Review Staff Handbook.
- Review Health and Safety Policy

Years Two – Five:

- Complete another staff survey, and compare to first staff survey.
- Review volunteer plan.
- Continuously review all systems for compliance and relevance.

Research

Ensure that Stardome Observatory and Planetarium continues to be a leader in Astronomical research in New Zealand and a valuable contributor to international astronomical research.

Stardomes research strategy revolves around three key elements; facilities, people and collaboration.

Strategies:

- Facilities – develop a new astronomical research facility at a remote location to house a new 1 meter telescope.
- People – stimulate increased public awareness of Astronomy and Space Science to ensure a growing pool of astronomy researchers to support Stardomes research capability.
- Collaboration – maintain and develop relationships and collaborative partnerships with international research institutions to support and complement Stardomes research initiatives.

Strategic Actions:

Year One:

- Develop a research plan.
- Seek funding from Charitable Trusts to fund an Astronomer (either full or part time) on the staff at Stardome.
- Seek Funding from New Zealand and/or International sources to fund the 1 meter telescope.
- Review equipment at Stardome, and complete a comprehensive plan around upgrading Research Equipment.
- Encourage Astronomical outreach.
- Seek Government/MRST funding for astronomy research.
- Investigate a partnership with a New Zealand Tertiary provider.

Years Two – Five:

- Additional focus on Astronomy outreach.
- Continue with plans for 1 meter telescope.

