

STARDOME SUMMARY STRATEGIC PLAN

FOR THE PERIOD 2016-2019 / REVIEW DATE 2018



OUR MISSION IS:

To share knowledge of space in ways that inspire, challenge and educate.

OUR VALUES ARE:

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.

OUR 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.

We will achieve this vision through the following strategic outcomes and initiatives:

STRATEGIC AIM 1 Visitor Experience Stardome will be considered a high quality, must see visitor experience by the people of Auckland.	STRATEGIC AIM 2 Education Stardome will be the best scientific educational experience in New Zealand.	STRATEGIC AIM 3 Venue Hire Stardome will operate the most successful niche functions venue in Auckland.	STRATEGIC AIM 4 Public Programmes Stardome's public programmes will be innovative, fun and financially successful.	STRATEGIC AIM 5 Retail Stardome will operate the most successful scientific store in New Zealand.	STRATEGIC AIM 6 Research Stardome continues to contribute to astronomical research in New Zealand and internationally.
Strategies: <ol style="list-style-type: none"> 1. We treat our customers as stars. 2. Promote the Stardome experience far and wide. 3. Provide a constantly fun and creative environment for our visitors. 4. We are in an optimal site with security of tenure. 	Strategies: <ol style="list-style-type: none"> 1. Develop an outreach programme to reach students. 2. Increase the education profile of Stardome. 3. Increase professional development opportunities. 4. Optimise the way we engage. 	Strategies: <ol style="list-style-type: none"> 1. Implement a Customer Relationship Management system. 2. Develop a venue hire customer service programme. 3. Develop a high yield birthday party product. 	Strategies: <ol style="list-style-type: none"> 1. Increase professional development opportunities. 2. Develop additional high quality presenter lead shows. 3. Develop new 'special events / exhibitions (potentially with partners)'. 4. Review and further develop push button public shows. 	Strategies: <ol style="list-style-type: none"> 1. Optimise the Stardome retail environment. 2. Actively manage our retail lines. 3. Implement more extensive staff training. 	Strategies: <ol style="list-style-type: none"> 1. Expand technical capabilities of the two fixed telescopes. 2. Increase public awareness of astronomy and space science to support Stardome's research capability. 3. Maintain and develop key collaborative partnerships. 4. Communicate major developments in astronomy via public outreach.
Our measures are: <ol style="list-style-type: none"> 1. 80%+ visitors are 'promoters' of Stardome, 2. Attendance reaches 200,000, 3. 75%+ of visitors say they will come back. 	Our measures are: <ol style="list-style-type: none"> 1. 80%+ teachers perceive we are 'excellent', 2. 60,000+ educations visits, 3. 20,000 visits from lower decile schools. 4. Our outreach programme reaches 10,000 students. 	Our measures are: <ol style="list-style-type: none"> 1. Venue hire exceeds \$100,000 pa. 2. Repeat customers account for 25% of Stardome's business. 	Our measures are: <ol style="list-style-type: none"> 1. Visitation exceeds 50,000 pa. 2. 80%+ visitors are "promoters" of Stardome's public programmes. 3. Visitors actively seek out Stardome's experiences. 4. Stardome's public programmes generate \$500,000+ pa. 	Our measures are: <ol style="list-style-type: none"> 1. Retail sales exceed \$250,000 pa. 2. Shoppers actively seek out the retail shop and buy our products. 3. Overall product margins increase to 40%. 	Our measures are: <ol style="list-style-type: none"> 1. Stardome's research programme is recognised as excellent for organisation's size. 2. Stardome viewed as astronomical knowledge source by the media and community.