

Spectrum of Audience Engagement

Deliver	Inform	Involve	Co-create	Empower
WE BELIEVE Museum collections and research underpin our civilisation	WE BELIEVE Education sets you free and improves your life	WE BELIEVE Museums inspire curiosity and fire the imagination	WE BELIEVE Sharing experiences and identities builds community	WE BELIEVE Sharing ideas builds an empathetic and participatory society
PERSONALITY Trusted expert	PERSONALITY Benevolent educator	PERSONALITY Inspirational storyteller	PERSONALITY Generous partner	PERSONALITY Egalitarian facilitator
THE MUSEUM IS A Storehouse of knowledge	THE MUSEUM IS A Centre for learning	THE MUSEUM IS A Portal to an amazing world	THE MUSEUM IS A Community builder	THE MUSEUM IS A Platform for ideas
WE OFFER Authoritative reference	WE OFFER Interpretation	WE OFFER Immersive experiences	WE OFFER Emotional connections	WE OFFER Debate and discussion
YOU'LL GET Knowledge	YOU'LL GET Understanding	YOU'LL GET Active engagement	YOU'LL GET A sense of community	YOU'LL GET New perspectives
OUR PROMISE Our expert knowledge is credible, authoritative and accurate	OUR PROMISE We will open your mind and expand your horizons	OUR PROMISE We make learning and discovery fun and magical	OUR PROMISE Share your story and ours to find personal relevance	OUR PROMISE You will not be judged and can make up your own mind
OUR BRAND ESSENCE Keepers of the flame	OUR BRAND ESSENCE Explain the world	OUR BRAND ESSENCE Hands on, minds on	OUR BRAND ESSENCE Self-discovery + Shared identity = Community	OUR BRAND ESSENCE Safe place for unsafe ideas
OUR KEY ASSET Collections, research, knowledge	OUR KEY ASSET Our interpreted collections	OUR KEY ASSET Immersive environment	OUR KEY ASSET Stories, ideas, partnerships, people	OUR KEY ASSET Access to our power: knowledge, skills, resources, reach
CONTENT OF EXCHANGE Artifact	CONTENT OF EXCHANGE Artifact and story	CONTENT OF EXCHANGE Multisensory	CONTENT OF EXCHANGE Personal	CONTENT OF EXCHANGE Ideas and beliefs
CONTEXT OF EXCHANGE Institutional	CONTEXT OF EXCHANGE Personal	CONTEXT OF EXCHANGE Social	CONTEXT OF EXCHANGE Communal	CONTEXT OF EXCHANGE Societal
OUR COMMUNICATION STYLE Single, authoritative voice	OUR COMMUNICATION STYLE One group telling another	OUR COMMUNICATION STYLE Telling relevant stories	OUR COMMUNICATION STYLE Two-way exchange	OUR COMMUNICATION STYLE Multiple viewpoints with as many questions as answers