

# Don't Come, Won't Come?

## #cnzbigconvo

**Robin Ho**  
Western Australian Museum

**& Andrew McIntyre**  
Morris Hargreaves McIntyre



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# The challenges that face us all.

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# Should the catalyst for change come from the inside or the outside?

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**Branding isn't the obvious  
candidate to build wide  
ownership and consensus.**

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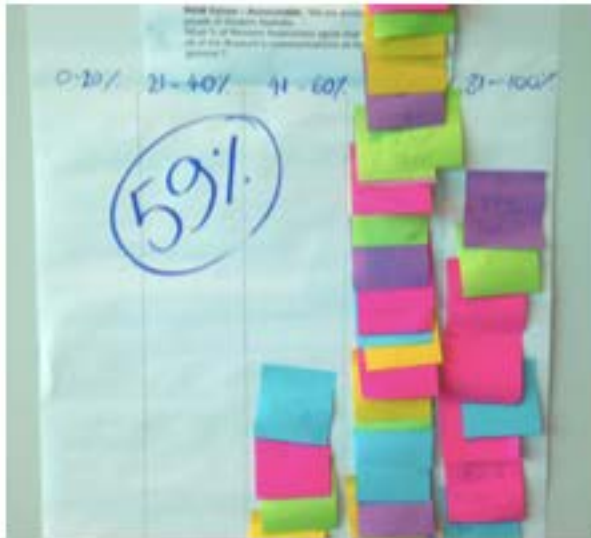
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# Asking and answering the fundamental questions.

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## Sample questions

*People should see  
the Museum as  
a...*

*Museums  
exist to...*

*What are we  
protecting?*

*We believe  
that...*

*What are we  
building?*

*What difference  
do we make...*

*We offer...*

*If we closed, what would be lost?*

*You'll get...*

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# 2,500 Post-Its > 400 Key Statements

We are some of the glue which holds the community together

We believe Western Australia is an amazing place

We're a discovery centre, a portal, an extraordinary window on the world

We want all Western Australians to explore, share and define their identity

We inspire curiosity and capture the imagination

We have the authority to tell Western Australia's stories

Presented in an innovative, stimulating and thought provoking way

We are a credible, trusted authority on Western Australia's knowledge

We believe that audiences can and should make up their own minds

The Museum allows us all to experience a sense of wonderment

Visitors can create their own experiences

Deliver

Inform

Involve

Co-create

Empower

We have the authority to tell WA's stories

The Museum holds lifetimes of knowledge and generations of stories

We are a credible, trusted authority on WA's knowledge

The Museum is a place that inspires and a driver for informed thought

To inspire our audience with the urge to learn and connect with the

Presented in an innovative, stimulating and thought provoking way

To improve the lives of all Western Australians

We want to instill a sense of excitement and enlightenment and inspire visitors to return

We're a discovery centre, a portal, an extraordinary window on the world

We provoke unexpected emotional responses

We believe WA is an amazing place

We inspire curiosity and capture the imagination

We are some of the glue which holds the community together

The Museum allows us all to experience a sense of achievement

We want all Western Australians to explore, share and define their identity

We act as a sponge to acquire and share knowledge and spread it freely

We are a place that sparks creative thinking and dialogue

Visitors can create their own experiences

WAM becomes a personal journey for everyone

We believe that audiences can and should make up their own minds

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# A spectrum of mindsets

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# A spectrum of mindsets



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# A spectrum of mindsets



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# A spectrum of mindsets



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# A spectrum of mindsets



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# A spectrum of mindsets



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# Across all our audiences

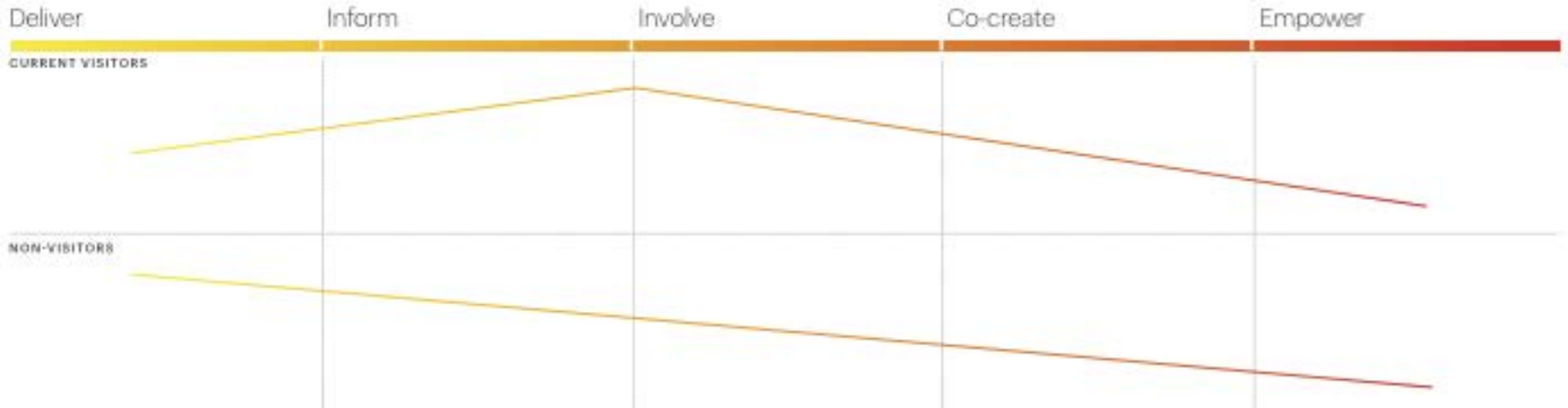


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# Across all our audiences

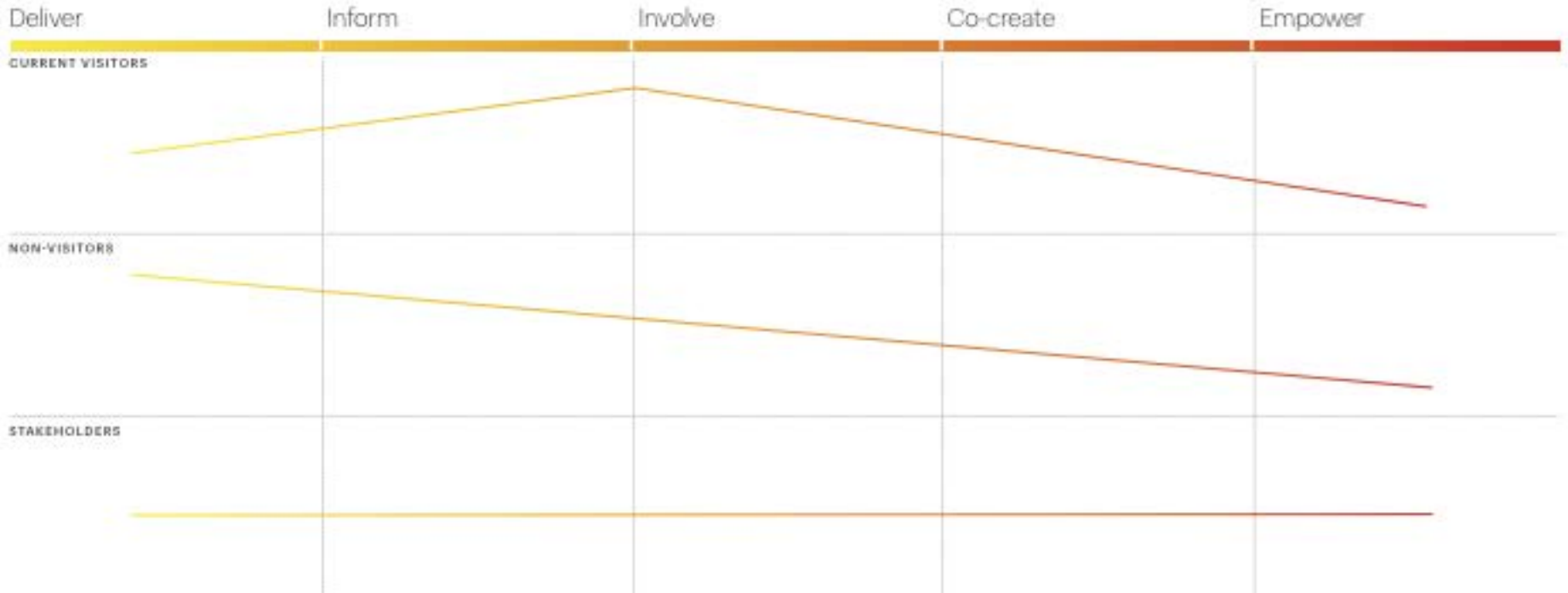


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# Across all our audiences

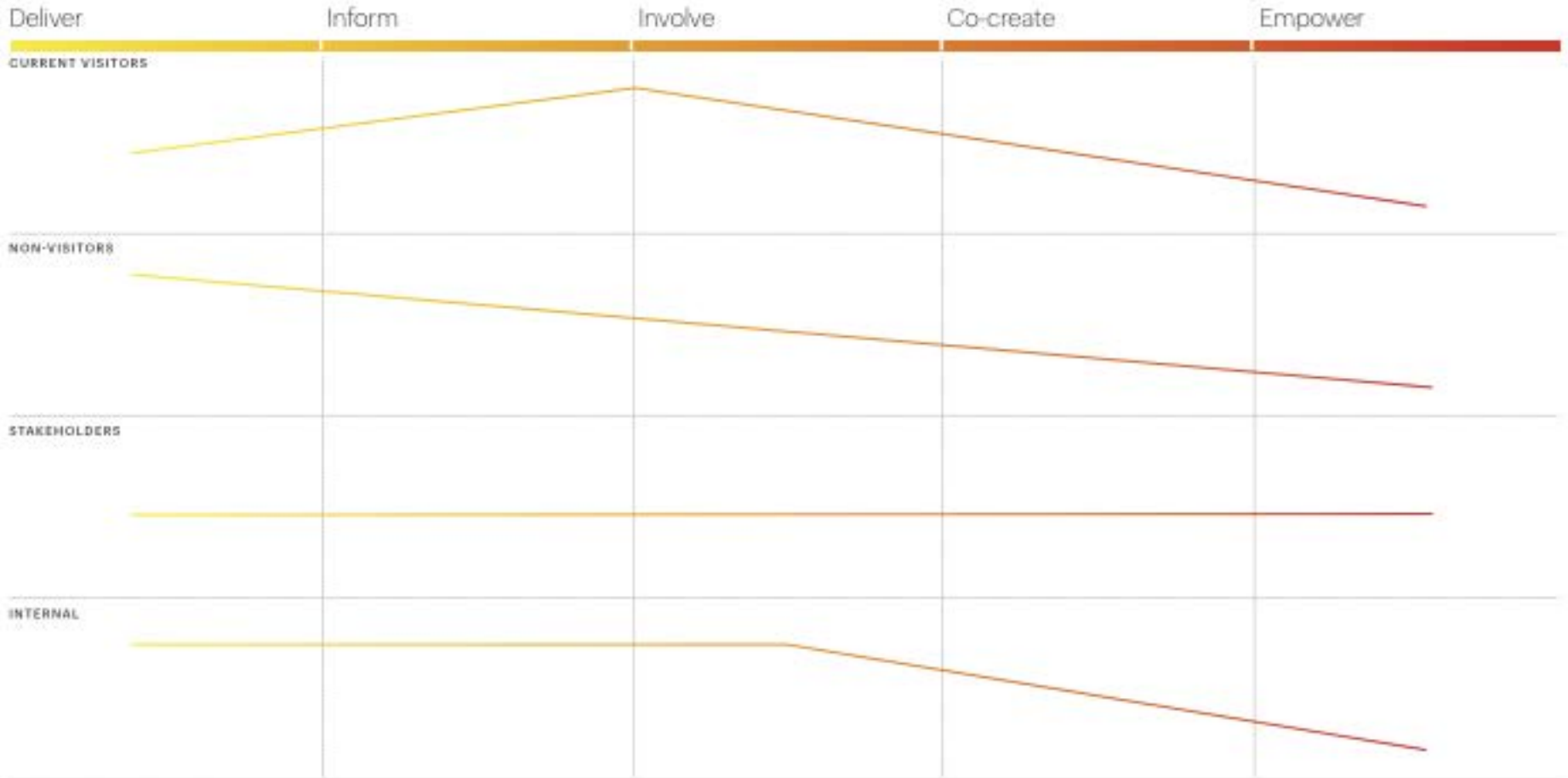


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# Across all our audiences

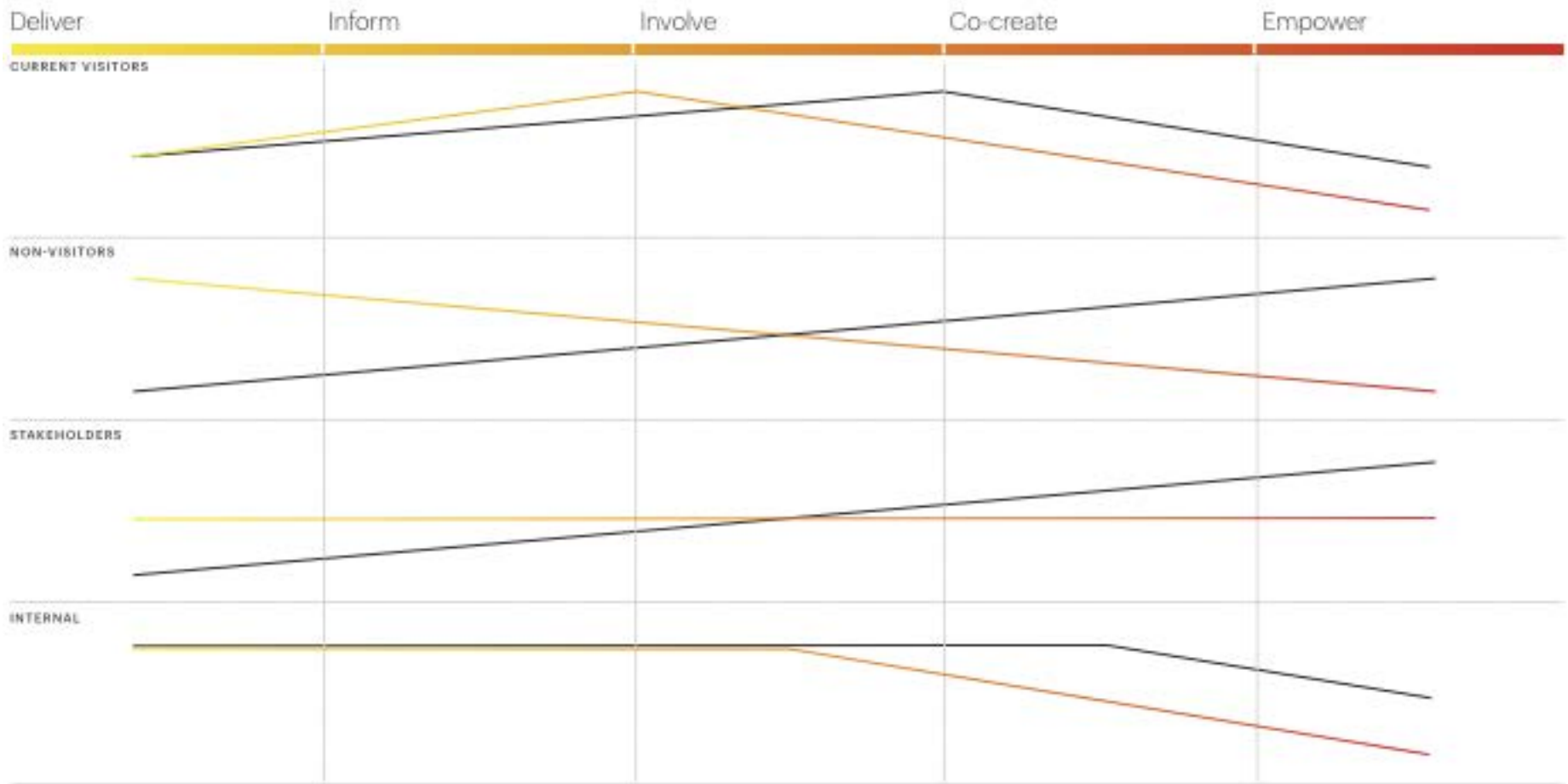


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# An appetite for engagement

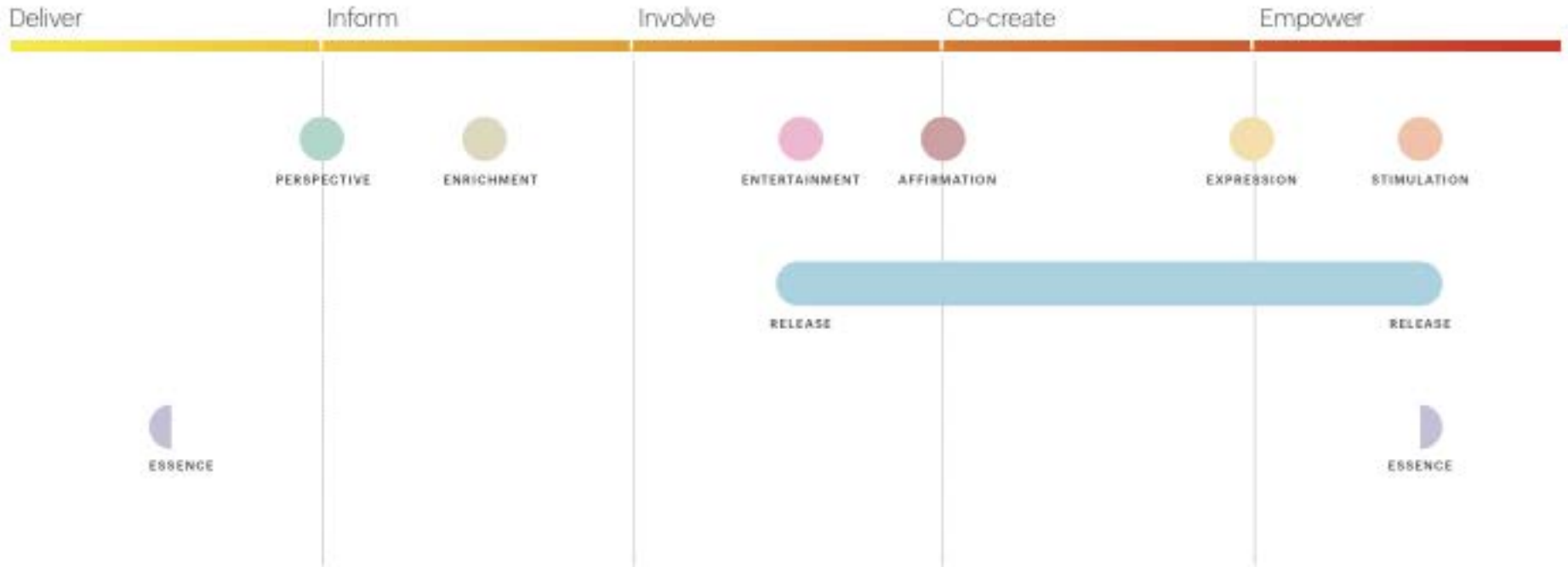


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# Aligned with Culture Segments



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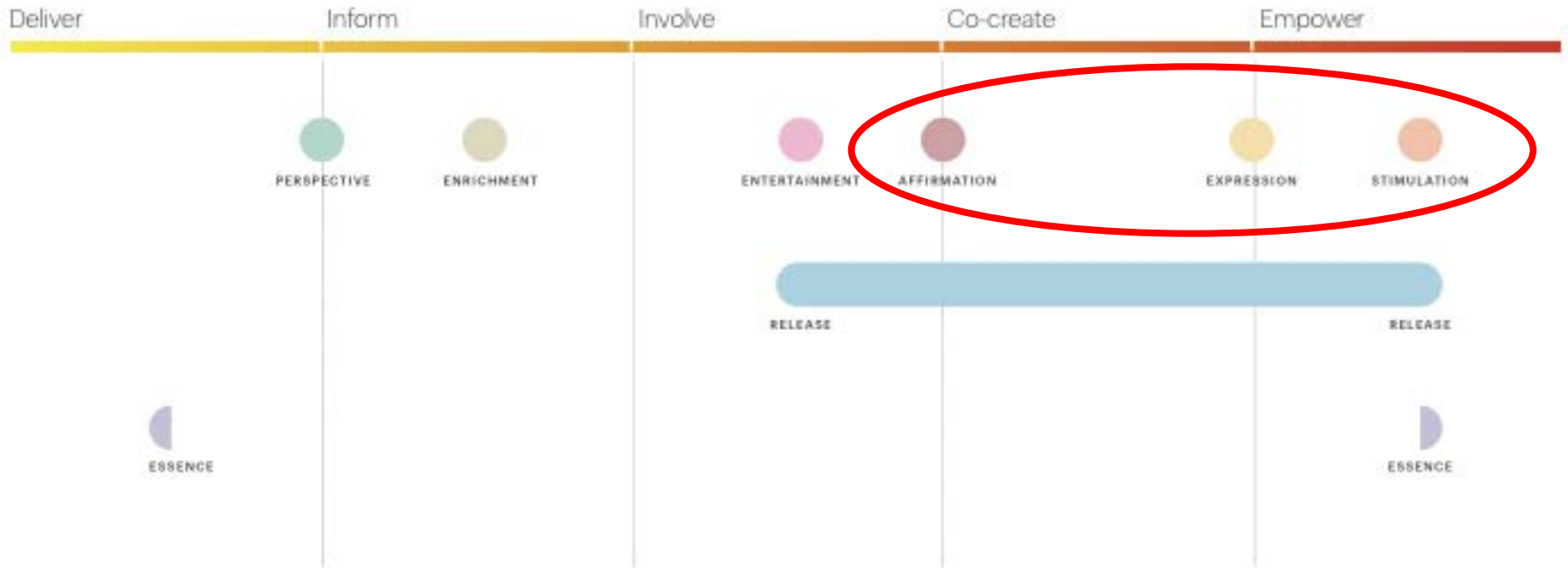
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# Targeting the missing potential



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# Plotting our current offer



## ...and our future offer

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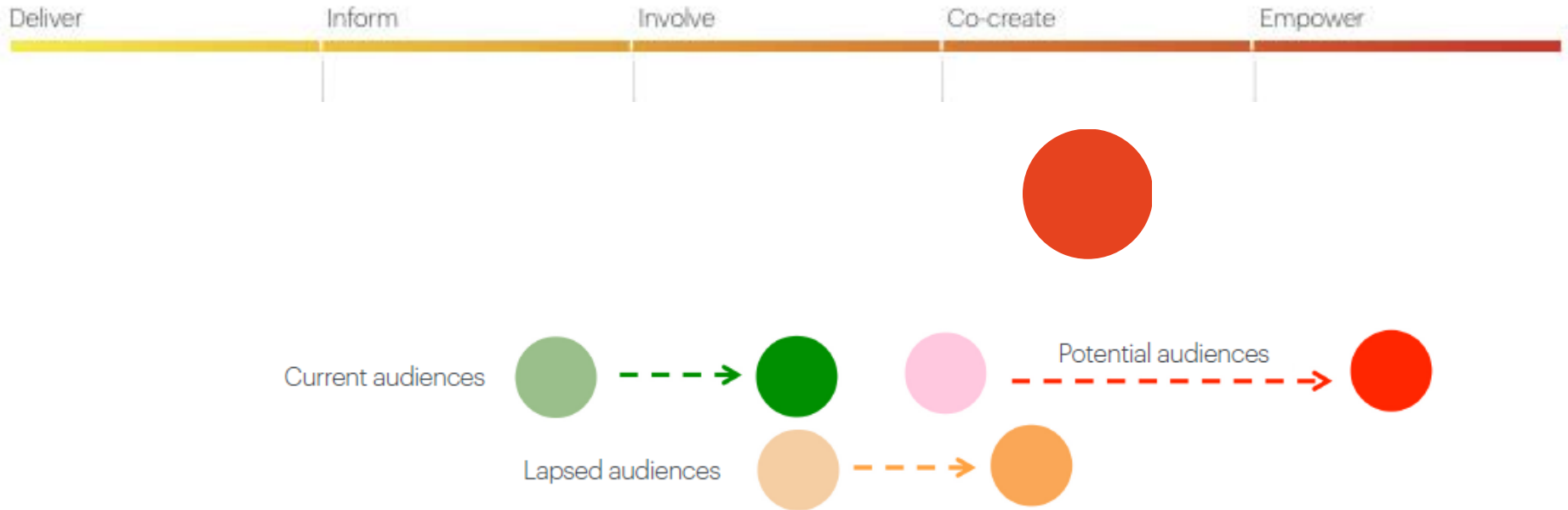
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# Re-positioning our brand



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# Four big learnings



**Embrace the whole spectrum**

**Each mode is a gateway**

**It's not about risk, it's about relevance**

**Inside out and bottom up change**

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# Inspiring ourselves: embedding change in the organisation.

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