

ORDINARY MEETING OF THE COUNCIL

June 11, 2025

ITEM 15BROKEN HILL CITY COUNCIL REPORT NO. 110/25

SUBJECT: DRAFT ALBERT KERSTEN MINING AND MINERAL MUSEUM
STRATEGIC BUSINESS PLAN 2025-2028 FOR PUBLIC
EXHIBITION D25/25978

Recommendation

1. That Broken Hill City Council Report No. 110/25 dated June 11, 2025, be received.
2. That Council endorses the Albert Kersten Mining and Mineral Museum Strategic Business Plan 2025 – 2028 for the purpose of public exhibition.
3. That the Albert Kersten Mining and Mineral Museum Strategic Business Plan 2025 – 2028 be placed on public exhibition for submissions to be received for a period of 28 days.
4. That Council receive a further report at the conclusion of the exhibition period, detailing submissions and recommend changes arising, with a view to adopting the Albert Kersten Mining and Mineral Museum Strategic Business Plan 2025 – 2028.

Executive Summary:

Sharpe Advisory Consulting was engaged in 2024 to create the four-year Albert Kersten Mining and Mineral Museum Strategic Business Plan (2025 – 2028). This plan is an integrated approach to strategic planning with links to key Council policies and plans, and with consideration to the National Standards for Australian Museums and Galleries Second Edition, 2023.

The Plan was created in direct consultation with key stakeholders and includes the elements required to align with Create NSW's multi-year funding requirements.

The Albert Kersten Mining and Mineral Museum Strategic Business Plan (2025 – 2028) was presented to the May Community Development Committee and deferred due to lack of a quorum to the Ordinary Council Meeting held 28 May 2025.

At the 28 May 2025 Council Meeting, Council deferred consideration of the report pending a Councillor Briefing on the Albert Kersten Mining and Mineral Museum Strategic Business Plan (2025 – 2028). The Councillor Briefing was held on Tuesday 10 June 2025 and the resulting changes requested have been made to the Strategic Business Plan.

The Albert Kersten Mining and Mineral Museum Strategic Business Plan (2025 – 2028) is now presented for endorsement for public exhibition with a view to adopt once a further report is received at the conclusion of the exhibition period, detailing submission and recommend changes arising.

Report:

The Albert Kersten Mining and Mineral Museum Strategic Business Plan 2025 – 2028 outlines a vision to transform the Museum into a modern, worldclass institution that highlights the geological and historical legacy of Broken Hill.

A thorough analysis of the Museum's operating environment, the comprehensive Master Plan and detailed stakeholder engagement resulted in the establishment of six strategic goals including:

- Continued development of the Master Plan.
- Building in museum management best practice, including investigating the formation of an advisory body (s355 Committee) of peers.
- Consolidating the collection.
- Broadening audience appeal, in particular appealing more to families and children.
- Increase attendance, through improved communications and marketing, and a dedicated web presence.
- Increasing commercial income, through increased venue hire and online retail.

The Strategic Plan also outlines a set of Programming Principles and future programs and project for the Museum to help achieve the strategic goals of the plan. "The Museum's future programming is designed to leverage its substantial standing collection of artifacts, ensuring that it amplifies Broken Hill's geological and social history education" (pg. 22).

The Albert Kersten Mining and Mineral Museum Strategic Business Plan (2025 – 2028) was presented to the May Community Development Committee and deferred, due to lack of a quorum, to the Ordinary Council Meeting held 28 May 2025.

At the 28 May 2025 Council Meeting, Council deferred consideration of the report pending a Councillor Briefing on the Albert Kersten Mining and Mineral Museum Strategic Business Plan (2025 – 2028).

The Councillor Briefing was held on Tuesday 10 June 2025 and the resulting changes requested at the Briefing have been made to the Strategic Business Plan.

Community Engagement:

June 2024 – Community sessions, Council session and Art Gallery Advisory session.

This report is recommending endorsement for public exhibition for a period of 28 days during which time Council will accept submissions from the public.

Strategic Direction:

Key Direction:	4	Our Leadership
Objective:	4.1	Openness and transparency in decision making
DP Action:	4.1.1.21	Maintain good governance and best practice methods and ensure compliance with various guidelines, legislation and report requirements

Relevant Legislation:

Local Government Act 1993

Local Government (General) Regulation 2021

Financial Implications:
Nil

Attachments

1. Draft Albert Kersten Mining and Mineral Museum Strategic Business Plan 2025-
[↓](#) 2028

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DIRECTOR CORPORATE AND COMMUNITY

JAY NANKIVELL
GENERAL MANAGER