

Katherine Museum Action Plan

The Following is an Action List based on the Master Plan for the Katherine Museum, priorities may alter as funds become available. Every 3 months the Plan should be revisited and the items completed marked off. This is a guide for the development of the site.

Area	Action	Who	Timeframe
Signage	Improve site signage		
Promotional Signs	Review position and content of promotional sign.	Committee, Staff	ASAP before next season
	Source funding for sign overall and repositioning – discuss with Tourism NT	Committee	
	Improve signs with branding and simple message	Committee Tourism NT	
	Relocate sign to highly visible location for visitors travelling out to the Gorge	Committee, Staff	
Entry Statement	Develop new entry statement to site Statements to be in keeping with Museum positioning and feeling. To be visually eye catching.	Committee Staff	May 10
	Source funding for entry statement <i>between \$5,000 and \$8,000</i>		Before May 11
	Construct entry statement		
Signage Planning and Policy	Develop a signage plan for the site starting at the access point.	Committee, NT Museum	June – July 10
	Install as a priority a sign from the car park which heads people to the entrance of the museum.	Committee	May 10
	Determine signage layout and ideal positions for signs, include internal direct signs, building signs, interpretive signs. Do from a visitors' perspective.	Committee, NT Museum	On going start in June 10
	Develop an Interpretive Signage policy determine font, layout range of sizes and mounting of signs.	Museum and NT Museums	June – Oct 10
	Directional sign at turn off to Red Cross – need a new sign welcoming visitors and reassuring them. Include Gardens, Museum, Cafe and Red Cross	Committee Tourism NT	May 10
	Work with Tourism NT to access funds for new signs. Funds could be available at the start of the financial year. Need all details and costs		April 10
Site Narrative	Work with NT Museum to develop total sign narrative. Review all collections Link with Museum Signage Policy Determine future location of collections and stories	NT Museum Committee Staff	Over the next 6 months
Car Club	Work with the Car Enthusiast Club to develop a motor vehicle display		
Car Club Display	Develop the Sydney Williams Hut into a motor vehicle display pavilion	Committee, Car Enthusiast Club	By May 11
	Work with the Car Enthusiast Club to clarify use and display area		
	Work with car club to make building secure and safe for occupants and public		
	Sign an agreement which clarifies public access areas, signs, maintenance, access, use requirements and other issues.		

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	Develop external signs for the building to tell the story of the building.		
Land Issues	Gain access to more land for future development of the site		
	Work with KTC, Dept Lands and Planning (DLP) and the Northern Land Council (NLC) to gain additional land for the museum from adjoining portions. Consider needs for the next 20 to 30 years Consider linkages to the runway.	Committee, KTC, DLP, NLC	Start Aug 10 ongoing for 2 -3 years
Displays	Improve that external displays at the Museum		
Displays	Review current Collections and Display Policy in line with Narrative developed for the site.	Committee, staff, NT Museums	After Narrative done
	Determine if there are items of equipment which have been restored by others to improve the initial impact on the site		Initial assessm't April 10
	Do a comprehensive assessment and rationalisation of current external displays in all locations, consider public safety when rationalising equipment. Refer to Risk Assessment Report.	Staff	
	Ensure all equipment is safe and well supported. Replace supports/ barriers were necessary		
	Determine placement of items to engage the public and set the scene for the Museum experience.	Staff	May 10
	Improve the display items which the public first sees on entry to the Museum site and the car park	Committee Staff	June 10
Landscaping	Landscaping Site Plan		
	Develop a landscaping plan for the Museum site, access road, and replanting for trees which are getting past their prime.	Committee Greening Aust	Sept 10
	Work with Red Cross and other land owner to improve landscaping on the access road	Committee, Red Cross	On going
	Extend the tree sponsorship program to individual family trees to the road and to key areas around the museum site.	Committee	During 2010
	Market tree sponsorship program giving donators plaque and name suggest \$400 - \$500 per tree. (Similar to Main Street Program).	Committee	During 2010
	Work with Greening Australia to plant trees on the northern side of the road	Committee, Red Cross, Community	During 2010 and 2011
	Work with the volunteers to ensure all trees are maintained and are safe, remove dying or overhanging limbs which pose a risk. Cover up root systems on major trees with soil and mulch.	Committee	On going
	Themed Gardens		
	Continue to develop these gardens, through hardening of trails, interpretive signage etc	Committee, Volunteers	On going
	Museum Area		
	Review plantings in the area of the Museum building and thin out or trim bushes to ensure the buildings best features are shown	Staff Volunteers	June – July 2010

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	Expansion of the Car Park		
	Review the survey of the area marked for landscaping to determine the actual location of all mature trees.	Committee Surveyor	As funds become available
	Plan the car park to minimise the number of trees lost and to maximise the natural shade given by the trees. Approximate cost \$5,600.		1 month
	Car park to be allocated for larger vehicles including coaches, caravans and motor homes.		
	Design the car park to allow 4.2 metres clearance height for coaches and to allow for coach turning circles back on to the access road for pick up of passengers outside museum		
	Source funding for the car park	Committee KTC	6 months
	Construct Car Park	Contractor	2 months
Existing Structures	Relocate structures to tidy up yard and create more visually pleasing space		
Relocation of existing Structures	Storage Shed adjacent Clyde Fenton Hanger		
	Ask the Country Muster committee to Relocate building as soon as possible.	Committee Volunteers	May-June 10
	Garden Shed		
	Assess current location and consider relocating to near the caretakers cottage to improve the visual amenity of the area.	Volunteers Caretaker	During 2011
	Aviation Shelter		
	Relocate Aviation Shelter to new site and landscape the area with footpaths, concrete slab under shelter and plants.	Committee Volunteers	During early 2011
	Source funding for relocation. Approximate Cost \$4,200	Staff, Committee	During early 2011
	Amenities area		
	Document a new amenities area to meet future requirements of the site for large events Approximate Cost \$4,500	Drafter, Committee	February 2011
	Work with a drafter and engineers to design and document	Staff, Committee	During 2011
	Source funding for structure approximately \$170,000 ground mounted or \$96,000 skid mounted with ramps	Committee, Staff	During 2011
	Gaining Building Permit	Staff	Mid 2011
	Construct new toilet block including disabled area.	Contractor	Late 2011
	Bush Kitchen		
	Work with lessee to determine extent of upgrade works required ensuring that the layout in the long term will be viable for a general catering set up during events. Develop a Scope of Works allow \$25,000	Committee Lessee Drafter	Mid 2011
	Document upgrade works	Drafter	Late 2011
Source funding to undertake works	Committee	During 2012	

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Stage Area			
	Review need for stage area in relation to movable stages available	Committee, KTC	Dec 2011
	Drafter to design new stage area and store room	Committee Drafter	Feb 2012
	Source funding for construction – work in partnership with others who use facility	Committee, staff	June 2012
	Gain Building Permit	Staff	Aug 2012
	Undertake construction	Contractor	Sept 2012
Access			
Improve access to the site			
Road Access	Improve the road access to the site – take this into consideration when developing the tree plantings.	Committee, KTC	On Going
	Work with KTC regarding the development of a slip lane into the Museum		During 2011
	Work with KTC in regard to a road widening into the Museum site for safety reasons as well as ascetic reasons.		During 2011
	Work with KTC regarding sourcing a grant to undertake these works.		On going
Security			
Improve Security Fencing to the Museum Site			
	Determine style of security fencing	Committee, Staff	Oct 10
	Source funding for erection of fences – permit required for screen fencing. <i>Approximate cost for full site \$52,000</i>		Jan 11
	Construct part of the security fencing between the Museum and the Clyde Fenton hanger taking into consideration future developments		Mar 11
	Construct screen fencing at the rear of the Museum taking into consideration future developments. <i>Approximate Costs \$3,500</i>		Apr 11
	Place security gates a key locations as development progresses <i>Allow \$6,500</i>		When required
Development of Master Plan			
Commission drawing of Plan	Work with consultant to review Master Plan to ensure Architectural Brief includes all aspects	Committee, Staff, Consultant	Jan 10
	Source funding to have Master Plan drawn <i>Fees for Concept Design Approximately \$29,000 Quantity Surveyors Fees \$2,400</i>	Committee, KTC	June 10
	Commission drawing of Master Plan	Committee	Oct 10
	Work with Architect to have floor plans of new areas, elevations of main building, car parks and roads marked.	Committee Architect	Nov 10
	Gain costing from Quantity Survey for entire project	Committee	Jan 10
	Seek funding for each aspect of the project through grants, sponsorship, volunteer program and other sources	Committee, KTC	On going
	Prioritise each element of the Master Plan based on funding gained.	On going	On going
	Undertake minor works as mentioned previously in Master Plan when funds become available.		

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Key Elements	Prioritise Key Elements of the Master Plan – Plans of Key elements By spaces		
	Pastoral and Agricultural Shed		
	Work with drafter and structural engineer to design free standing from verandah to cover equipment.	Committee	To be prioritised Dates from prioritisation
	Approve drawings and source funding	Committee	2 months
	Gain Building Permit (this permit may cover several structures for a period of two years) All Style Sheet Metal Estimate \$9,000	Staff	1 month
	Construct verandah	Contractor	2 months
	Once land allocation had been achieved work with drafter and structural engineer to design free standing semi enclosed rear verandah to building.	Committee	From allocation of land 2 months
	Ensure enclosed area is suitable for workshop space for the restoration/conservation of equipment and for minor repairs.		
	Approve drawings and source funding All Style Metal Estimate \$12,300	Committee	3 months
	Gain Building Permit	Staff	1 month
	Construct verandah	Contractor	2 months
	Covered Display Area		
	Work with drafter and structural engineer to design free standing covered display area. Consider design similar to taxi rank in town – refer to KTC for contractor.	Committee	2 months
	Source funding for structure 24 x 6 \$26,000 approx all Style Sheet Metal	Committee	3 months
	Gain Building Permit	Staff	1 month
	Construct covered display area and add interpretive signage to display area.	Contractor	1 month
Main Building	Develop Main building in a series of stages, ensure design allows for this component. Aircraft to be shifted during construction and fit out of Stage One. Utilise initial Quantity Surveyors Figures for Funding Matrix		
	Work with the Architect to design a practical stage development which will allow the building to be expanded in future years.	Committee, Staff, NT Museums	4 months
	Work with the KTC, Museums NT, Tourism NT to gain funding for first stage of the development	Committee, Staff NT, KTC Museums	12 months
	Promote project to sponsors to gain funding for the project	Committee	On going
	Work with the Patron to promote the project in the Halls of Government	Committee Patron	On going
	Staging to depend on funding	Committee	
	Gain clear understanding of the funding required for each stage from a Quantity Surveyor (QS)	Committee QS	2 months
	Gain Planning Certificate of Compliance for project	Committee Architect	1 month
	Undertake detailed documentation and fit out requirements	Architect Committee	5 months
	Gain Building Permits	Architect	2 months

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	Go to construction phase	Contractor	6 months
Other Stages of the Main Building			
	Complete Stages as funding is sourced and land issues resolved.	Committee	On going

Other Areas of Activity Marketing and Finance

Marketing Strategies			
Branding and Positioning	Develop new branding and positioning statement in line with Tourism NT Branding "Share Our Story"	Committee Tourism NT	As soon as possible
	Implement by including in: All advertising On welcome and promotional sign In promotional material – brochures, website information etc. Market test with visitors before implementation Implement branding and positioning statements on all correspondence, collateral, books etc etc	Staff Committee	On going
Financial Matters			
Sponsorship	Nominate a patron for the Museum to assist in fundraising and raising the profile of the project	Committee	As soon as possible
	Set up a Memorandum of Understanding with the Patron.	Committee	With one month
	Work with the Patron to develop the Sponsorship target list.	Committee	On Going
	Develop a Sponsorship Program for a number of aspects at the Museum		
	<ul style="list-style-type: none"> ○ Landscaping ○ Tree buying program ○ Infrastructure support – buildings to be constructed 	Staff, Committee Community	Feb 2010
	Develop Sponsorship Structure and including agreements, structure and target requirements Develop Profile of organisation and needs Develop a Target list of potential sponsors Find a high profile Patron to assist with the marketing of the Sponsorship Program Target potential sponsors	Committee and Consultant	Feb 2010 March 2010 March 2010 April-May 2010
Visitor Numbers			
	Continue to record visitor numbers and comments and ensure the growth trends and comments are part of any submission for funding	Staff	On going
	Record Volunteer hours and highlight in Annual Reports and in all funding submissions	Staff	On going

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Additional ideas			
	High Tea is becoming increasingly popular with travellers and there are few locations with the right ambiance and setting to do this well.	Tea Rooms Lessee	
	Work with the Lessee of the Bush Kitchen to consider positioning the Museum for the place for an iconic High Tea experience.	Committee Lessee	Before May 10