



Strategic Plan 2018 - 2022



Sigatoka Sand Dunes National Park (Photo Credit : NTF)

“The need for quiet, the need of air, and I believe the sight of sky and things growing, seem human needs, common to all men.”

Octavia Hill, 1883 Co-founder of the National Trust

January 2018



The National Trust of Fiji Strategic Planning workshop was held at Rustic Pathways, Momi, on 23 August 2017. This was part of a 3-day event held at Momi from 22 – 24 August 2017 and was attended by all NTF staff, colleagues from the Fiji Museum, and the NTF Council Chair. Consultations were held with all NTF staff in preparation for the workshop, to attain staff feedback and review of NTF programs in place, and to seek their recommendations for priorities for the future.

The workshop was facilitated by Mr. Simone Sevudredre, with the key theme for the workshop - ‘Looking back to go forward’, and thus reviewing the work of the NTF over the past decades, the changes in direction over time, achievements, and future visioning.

This NTF Strategic Plan for 2018 – 2022 will guide the direction of the NTF in the next five years, enabling the NTF to serve and protect Fiji’s national heritage for the benefit of our future generations.

Craig Powell
Chairman
Council for the National Trust of Fiji



NTF Strategic Planning Workshop 22-24 August 2017

LEGAL MANDATE

The National Trust of Fiji (NTF) is a body corporate established through an Act of Parliament, the National Trust of Fiji Act (Cap 265) in 1970.

The main purpose of the National Trust of Fiji shall be:

- (a) to promote the permanent preservation for the benefit of the nation of lands (including reefs), buildings, furniture, pictures and chattels of every description having national, historic, architectural or natural interest or beauty;*
- (b) the protection and augmentation of the amenities of any such land or buildings and their surroundings and to preserve their natural aspect and features;*
- (c) to protect animal and plant life; and*
- (d) to provide for the access to and enjoyment by the public of such lands, buildings and chattels.*

OUR VISION

Fiji's natural and cultural heritage is valued and protected for future generations.

OUR MISSION

<i>Heritage Custodians</i>	<i>Conserve, Research and Protect</i>	<i>Places for Peoples Enjoyment</i>
<i>Looking after the places in our care, for our people; today, tomorrow and beyond.</i>	<i>Apply principles of best practice in conservation, research and protection. Create new partnerships and develop innovative approaches to address climate change impacts.</i>	<i>Provide inspiring and challenging visitor experiences at NTF sites and places.</i>

OBJECTIVE 1: GOOD GOVERNANCE

STRATEGY 1.1 IMPROVE ORGANISATIONAL EFFICIENCY

Action 1.1

Review, develop and implement by-laws and policies to strengthen organizational procedures for good governance, accountability and transparency.

Action 1.2

Improve operational efficiency through organizational restructure.

Action 1.3

Apply best practice management, operational and financial procedures in compliance with legal requirements.

Action 1.4

Improve organisational infrastructure, facilities, and access.

STRATEGY 1.2 BUILDING FUTURE CAPABILITY

Action 1.5

Resource, implement and support programs to upskill co-management partners, staff and volunteers.

Action 1.6

Expand partnership agreements that build on site management activities, research, training and development.

Action 1.7

Grow an active volunteer program for all.

STRATEGY 1.3 FINANCIAL RESILIENCE

Action 1.8

Explore and secure access to external sources of funding & investment for heritage conservation.

Action 1.9

Develop and implement a retail and merchandise strategy for the NTF.

Action 1.10

Expand income generating opportunities at NTF sites.

OBJECTIVE 2: SHARED OWNERSHIP, SHARED RESPONSIBILITY

STRATEGY 2.1 EMPOWERING HERITAGE OWNERS

Empowering heritage owners through their participation in the planning and implementation of programs and projects at heritage sites

Action 2.1

Apply the principles of co-management to collaborate with heritage owners and stakeholders.

Action 2.2

Support projects and opportunities for engagement and cooperation with heritage owners and stakeholders.

STRATEGY 2.2 ENABLING HERITAGE TOURISM

Development of heritage-based tourism to provide incentives for heritage owners

Action 2.3

Strengthen our heritage identity by adding value to the visitor experience of heritage sites as places of authenticity to enrich our local knowledge.

Action 2.4

Promote heritage sites as agents of change, fostering local partnerships, supporting preservation of cultural heritage, and historic places.

Action 2.5

Bridge the gap for local communities by improving tourism infrastructure, training, interpretation, facilities and access to NTF heritage sites.

Action 2.6

Create partnerships to implement the Fiji Eco-Adventure Trail (FEAT).

STRATEGY 2.3 INCLUDE INTANGIBLE CULTURAL HERITAGE

Sharing knowledge of intangible heritage inherited and passed down from our ancestors.

Action 2.7

Collaborate with local community for the safeguarding of intangible heritage at all NTF heritage sites.

Action 2.8

Establish a system for recognition of artists, craftspeople and 'living libraries' within the communities of the NTF heritage sites.

Action 2.9

Support projects for the transmission of skills and knowledge of such artists, craftspeople and 'living libraries'.



Scenes from Sigatoka Sand Dunes National Park. (Photo Credits : NTF)

OBJECTIVE 3: SAFEGUARDING THE FUTURE OF OUR HERITAGE

STRATEGY 3.1 BEST PRACTISE MANAGEMENT OF HERITAGE SITES

Managing heritage sites efficiently and effectively.

Action 3.1

Develop and implement integrated management plans for NTF heritage sites, using science-based guidelines and participatory tools.

Action 3.2

Develop and implement mechanisms for collaboration with stakeholders at NTF heritage sites.

Action 3.3

Establish target indicators (ecological, socio-economic and governance) to evaluate effectiveness of NTF heritage site management.

Action 3.4

Promote and support research programmes at NTF heritage sites.

Action 3.5

Develop ethnobotany records for NTF heritage sites.

STRATEGY 3.2 DATA MANAGEMENT

Ensure proper management of data pertaining to all heritage sites and buildings in Fiji

Action 3.6

Digitize all NTF heritage information,

Action 3.7

Establish a new online heritage management information system with digital inventories, including the Fiji Heritage Register.

STRATEGY 3.3 BUILDING RESILIENCE AT HERITAGE SITES

Safeguarding heritage sites by strengthening their resilience to the impacts of disasters and climate change.

Action 3.8

Undertake Disaster Risk Reduction mapping for all NTF heritage sites.

Action 3.9

Work with stakeholders to integrate science and traditional knowledge for conservation actions at NTF heritage sites.

Action 3.10

Collaborate with community stakeholders to identify and expand information on traditional practice and knowledge as sources of resilience and ways to preserve or revive these cultural heritage practice.



OBJECTIVE 4 REACHING OUT

STRATEGY 4.1 COMMUNICATING EFFECTIVELY

Break down barriers, enhance cooperation and trust, through participatory community consultation.

Action 4.1

Develop a communication strategy to strengthen communication networks. Include processes for communicating with local communities and other stakeholders.

Action 4.2

Upgrade all communication resources including information and marketing brochures, displays, and website information, and review the NTF logo.

Action 4.3

Develop new visitor information packages for NTF heritage sites.

Action 4.4

Establish protocols and schedules for all official social media uploads.

Action 4.5

Appoint a Communications Officer.

STRATEGY 4.2 EDUCATION

Enabling a learning environment.

Action 4.5

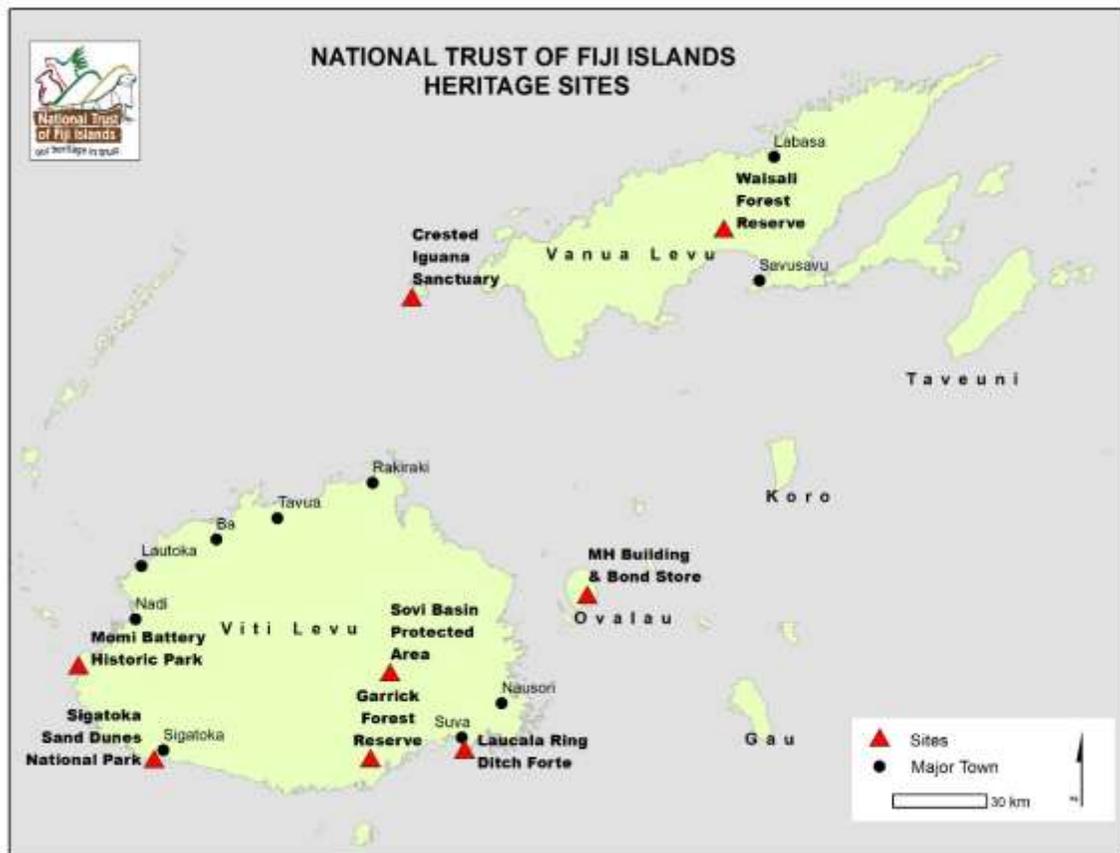
Develop and implement the Heritage in Young Hands program at all NTF heritage sites.

Action 4.6

Publish the Heritage in Young Hands manual.

Action 4.7

Develop partnerships for heritage education activities at all NTF heritage sites, supporting local schools and community learning programs.



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