



NATIONAL TRUST

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MEDIA RELEASE

Friday 23 October 2009

Heritage – our sense of place and belonging

The long-term strategic plan of the National Trust of Australia (NSW) will be unveiled tomorrow at Kirribilli House.

Charting Our Future creates a new strategic direction for the organisation for the next ten years and is a significant step forward for the Trust. The plan is guided by the new vision - 'To be trusted as a leading independent guardian of Australia's built, cultural and natural heritage and a defender of our sense of place and belonging in a changing world.'

John Neish, Executive Director of the National Trust said, "In the coming years, the Trust will face some of its biggest challenges in its 64-year history. *Charting Our Future* highlights these challenges and the goals and strategies required to overcome them.

"This plan was created in consultation with our Board, staff, branches and committees who are all committed to the vision and the new direction of the Trust.

"One of the directions we see our organisation heading is enterprise. We aim to develop National Trust products, services and facilities and increase our focus on becoming financially self-reliant, and thereby maintaining our independence.

"Heritage plays an important part in creating our sense of place and belonging. At the National Trust we recognise the need to stay relevant to our members and local communities and to do this we must keep in touch with changing needs and expectations, and ensure that we work and communicate in ways that resonate with the community, particularly the young, in whose hands the future of heritage lies.

"As the Trust embarks on this radical change, the commitment of our volunteers and staff becomes integral to our development," he concluded.

As part of the new strategic direction, the Trust will also undergo a brand refresh which will include a new logo, tagline and website.

Media enquiries and copies of *Charting Our Future*:

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