

Strategic Plan 2025–2028





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The National Trust of South Australia acknowledges the Traditional Owners and ongoing occupants of the lands and waters in South Australia. We respect their spiritual, cultural and heritage beliefs and pay our deep respect to Elders past and present.

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Our Story

The National Trust of South Australia's journey is deeply connected to the rich history and heritage of the region it proudly serves.

The National Trust of South Australia is a community-based, not-for-profit organisation dedicated to conserving, managing, and promoting South Australia's natural, built, cultural and indigenous heritage.

Founded in 1955 under an Act of Parliament, the Trust is not a government entity and relies solely on the generosity of the community through donations, grants, membership, entry fees, and sponsorship.

The Trust's core mission is to protect and promote historic sites, nature reserves, museums, cultural collections, and local heritage icons. By preserving these valuable assets, the Trust seeks to inspire current and future generations to connect with their past, appreciate their present, and envision a shared heritage for the future.

The Next Chapter



The National Trust of South Australia has been a steadfast presence for nearly 70 years. During that time, the state has evolved rapidly. Our population has grown and become increasingly diverse, reflecting the changing landscape of South Australia.

As South Australia grows, the preservation of our heritage faces new challenges. Urban development and environmental pressures threaten significant sites, while the need for reconciliation with Aboriginal peoples is crucial. We aim to acknowledge the complexities of our history and embrace both its painful and celebratory aspects. The ongoing climate and biodiversity crises also provide opportunities for conservation to play a role in addressing climate change.

In response, the National Trust of South Australia is developing a strategic plan. This plan will ensure our heritage is preserved and relevant for future generations.

Our Strategy

Our Mission

Champion the preservation of South Australia's natural, built and cultural heritage for current and future generations.

Our Vision

Build a diverse and connected community for heritage preservation.

Our Values

Care

Integrity

Sustainability

Inclusivity

Leadership

Relevance

Our Pillars

Our five pillars guide our mission to protect South Australia's heritage. By fostering resilience, empowering communities, championing heritage protection, preserving significant sites, and inspiring connections, we ensure our legacy endures for future generations.

People

Advocacy

**Financial
Sustainability**

**Places &
Conservation**

Engagement

People

Our people are essential to our mission, collaborating and upholding good governance to protect South Australia's heritage and strengthening community connections.

TEAM

An engaged and well-resourced team to carry out the core business of the National Trust in a safe and productive environment.

CORPORATE GOVERNANCE

A corporate governance structure that is accessible, transparent and responsible.

BRANCHES

A network of vibrant branches that take an active role in the preservation and promotion of state heritage while building a diverse and connected community.

VOLUNTEERS

A cohort of volunteers that identify with the broader mission of the National Trust and are strongly connected to purpose. Aspire to best practice in engagement and recognition.





Places & Conservation

We are committed to heritage places and conservation; preserving, maintaining, and protecting sites for future generations through responsible stewardship.

ASSETS

Establish the significance of each asset and the rationale for its preservation, encompassing built heritage, nature reserves, and museum collections.

HEAD OFFICE

To relocate the National Trust head office to Ayers House in order to free up the Baptist Church location to become a significant revenue generating asset for the Trust.

ACTIVATING PROPERTIES

Establish a marquee event at key properties that generates revenue and public interest.

Advocacy

Advocacy drives our mission by raising awareness, influencing policy, and championing the protection of South Australia's heritage, ensuring it is valued and preserved for future generations.

STRATEGIC ADVOCACY

Support advocacy through branches and committees to achieve a greater impact.

ABORIGINAL RELATIONSHIPS

To make the Aboriginal narrative visible within all relevant National Trust properties & events.

GOVERNMENT AND CORPORATE RELATIONSHIPS

To maintain productive relationships with all levels of government and to foster beneficial, long-term corporate relationships.

TREES AND RESERVES

Continue active advocacy for the protection of significant trees and bushland reserves.

COMMUNICATION

Ensure all National Trust communication is in line with our mission, vision and values.

BRANCHES

Enhance relationships, communication, and collaboration across the organisation to strengthen connections and foster shared knowledge.





Engagement

Engagement fosters meaningful connections with our communities, encouraging participation and education.

MEMBERSHIPS

Clearly articulate the value proposition of National Trust Membership in order to sustain and grow.

BRANCHES

Foster opportunities for vibrant inter-branch collaboration.

Provide Branch leadership with resources for effective governance and adherence to systems and procedures.

Support volunteer and branch renewal.

BRANDING AND MARKETING

Provide stakeholders with resources to enhance and promote the organisation.

PARTNERSHIPS AND RELATIONSHIPS

Establish strong relationships with other like-minded associations including, but not limited to, History Trust of SA, Department of Environment and Water, local government and commercial partners.

Financial Sustainability

Financial sustainability ensures the long-term viability of our mission by maximising resources, diversifying income streams, and maintaining sound financial management to support our heritage initiatives.

ASSET MANAGEMENT

Appropriate asset management.

INVESTMENT STRATEGY

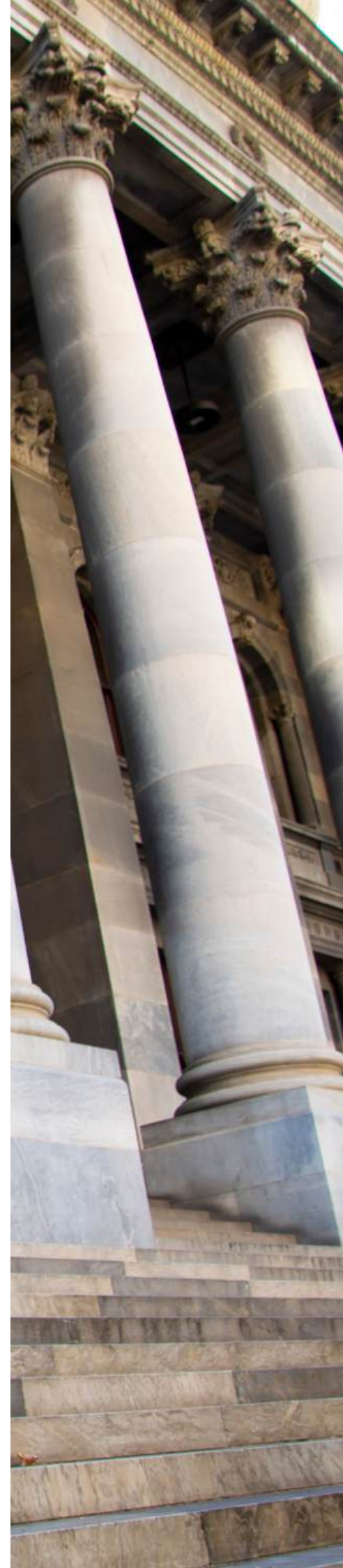
A strategic investment approach, focusing on optimising our resources and ensuring sustainable growth.

OPERATIONAL OPTIMISATION

An information management system that allows reporting across membership, events and finance.

FUNDRAISING

Develop and implement a targeted, relevant and sustainable fundraising strategy.



A Phased Approach

2025-26

Our focus for Phase 1 will be the reestablishment of long-term commercial viability, leveraging our assets to diversify our revenue streams, and programming events that will boost visitation and reinvigorate our sites.

2027-28

Continuing to build our financial security and alignment with our purpose, Phase 3 will focus on driving outcomes and increasing our impact and scale.

2026-27

Building on a foundation of financial strength, Phase 2 will see a focus on our foundational purpose and investment in advocacy, education, visitor experiences, collections, and building strategic relationships and partnerships.

Our Commitment

This strategy outlines the principles and objectives guiding our work in South Australia over the next three years and beyond, driving both our day-to-day operations and strategic initiatives across the organisation.

By focusing on our core pillars of people, places & conservation, advocacy, engagement and financial sustainability, we aim to align all our efforts with our strategic goals, fostering growth and overcoming challenges. In partnership with our community, we will build upon our rich history to create a future that is both meaningful and sustainable, addressing the needs and opportunities of today.





