

2009-2014 Strategic Plan

The new 2009-2014 strategic plan came into effect in 2009. The last period of subsidy from the Dutch government (2005-2008) had come to an end, together with the museum's policy plan that was linked to it. The start of a new policy period and a changed subsidy system meant that the time had also come for a new strategic plan for the Van Gogh Museum. The museum's mission statement has been restated and clarified in this plan. The vision sets out the situation the museum is aiming to achieve.

Mission statement

The Van Gogh Museum makes the life and work of Vincent van Gogh and the art of his time accessible to as many people as possible in order to enrich and inspire them.

Vision

1. The Van Gogh Museum is one of the most respected and most accessible museums in the world. It is innovative, trend-setting, dynamic, of the highest standard and professional in all its activities.
2. The Van Gogh Museum excels in:
 - a. preserving and managing, researching and presenting the art and objects entrusted to the Van Gogh Museum;
 - b. enlarging the collection by means of new acquisitions and loans.
3. The Van Gogh Museum reaches as many people as possible worldwide, including non visitors, and forges a strong bond with its audience by offering a stimulating and enriching experience.
4. The Van Gogh Museum has access to ample resources and support and maintains a wide national and international network of partners.
5. The Van Gogh Museum is an attractive employer where talent and ideas can be developed in a professionally challenging environment.

This vision will be achieved by realizing the following six strategic objectives:

1. We want to be an innovative museum.
2. We want to be a widely accessible museum.
3. We want to express quality in all parts of the museum.
4. We want to build up an extensive network of partners and supporters.
5. We want to make a visit to the Van Gogh Museum a stimulating and enriching experience.
6. We want to be an attractive employer.

In the years to come these objectives will form the basis for the choices the Van Gogh Museum will make with regard to its programme and activities. The complete strategic plan 2009-2014 can be found on www.vangoghmuseum.com.

Over the course of 2009 the Management Team identified a number of key areas the museum will address in the future. These are the reorganization of the permanent collection, the further development of the museum as a knowledge centre, the expansion of the network of partners and supporters, and organizational development.