

Our 20-year vision

Australians are inspired by science and technology and the opportunities it creates for the future.

Our 20-year purpose

To create fun interactive learning experiences that stimulate engagement in science and technology.

Our Challenge for the next five years

Ensure the relevance of our offer, promote diverse participation in science and technology and reach more young people and those that support them.

Strategic Priorities and Outcomes (Next five years)



Enhance onsite offer

Visitors to our iconic Centre have greater appreciation of and engagement with science and technology.



Increase national offer

Questacon nurtures and supports more young people to engage with science and technology.



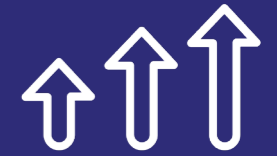
Embrace First Nations knowledge

Audiences deepen their understanding of First Nations long-running connection to and use of science and technology.



Maximise impact and influence

Our insights underpin the delivery of greater value to our audiences and partners.



Enhance capability and sustainability

Questacon enhances its capability, reputation, financial position and sustainability.

Our Goals (Next five years)

- Deliver diverse offerings for diverse audiences.
- Ensure the Parkes and Deakin Centres are accessible and inclusive.
- Provide seamless, custom-made engagement experiences before, during and after visits, and integrated with the national offer.
- Delivering innovative, immersive and facilitated opportunities for experimentation and exploration.
- Deliver building and exhibition upgrades to ensure the Parkes Centre's long-term iconic status.

- Grow the capability and confidence of educators in science and technology across Australia.
- Grow national presence by reaching more young people, underserved communities and under-represented audiences.
- Maximise impacts through seamless engagement across travelling exhibitions, digital programs, National Science Week and broader learning experiences.
- Highlight diverse opportunities and pathways in science and technology.
- Expand science and technology experiences for early learners and their supporters.

- Embed reconciliation in our work and contribute to national reconciliation.
- Work alongside communities to incorporate First Nations knowledge across all of Questacon's offer to enrich the experience of all audiences.
- Ensure offerings are adapted, developed, and delivered to improve First Nations engagement and participation.
- Our staff and broader community have a greater understanding and appreciation of the value of First Nations science and technology.
- Be an organisation First Nations people want to engage with through employment, procurement and partnerships.

- Ensure our data and insights inform our decision-making to maximise our impact.
- Share internal insights to inform external policy.
- Build ours and our partners' science communication capability to strengthen science and technology understanding and strengthen trust in STEM experts and government.
- Communicate our impact and value, including through our work with partners.
- Support national and international networks to promote science engagement and communication.

- Ensure our digital and technological systems best-support service delivery, operations and business and risk intelligence.
- Utilise and strategically grow our resources and partnerships to deliver greater impact.
- Strengthen the capability and capacity of our people to deliver.
- Remain a workplace and employer of choice.
- Lead in sustainability contributing to the Sustainable Development Goals and accelerate our transition to a net-zero.

Questacon's success by 2028/29 means we will:

- Grow Questacon's Centre visitation and national reach towards a stretch target of 1 million people reached annually by 2028/29, meeting targets for underserved and under-represented audiences.
- Maintain a highly rated visitor experience to the Questacon Centre with annual building and exhibitions upgrades completed.
- Increasing early learner, primary and secondary school reach to students, teachers and their carers.
- Greater participation of First Nations people, and increased representation of the First Nations connection to science and technology, culture and people, in our offerings and organisation.
- Increasing influence with key stakeholders over time.
- Significantly improved online user experience and growth of Questacon's digital maturity.
- Our people are motivated, inspired and enabled with our employee engagement increasing each year.



Australian Government
Department of Industry,
Science and Resources

