

# STRATEGIC PLAN

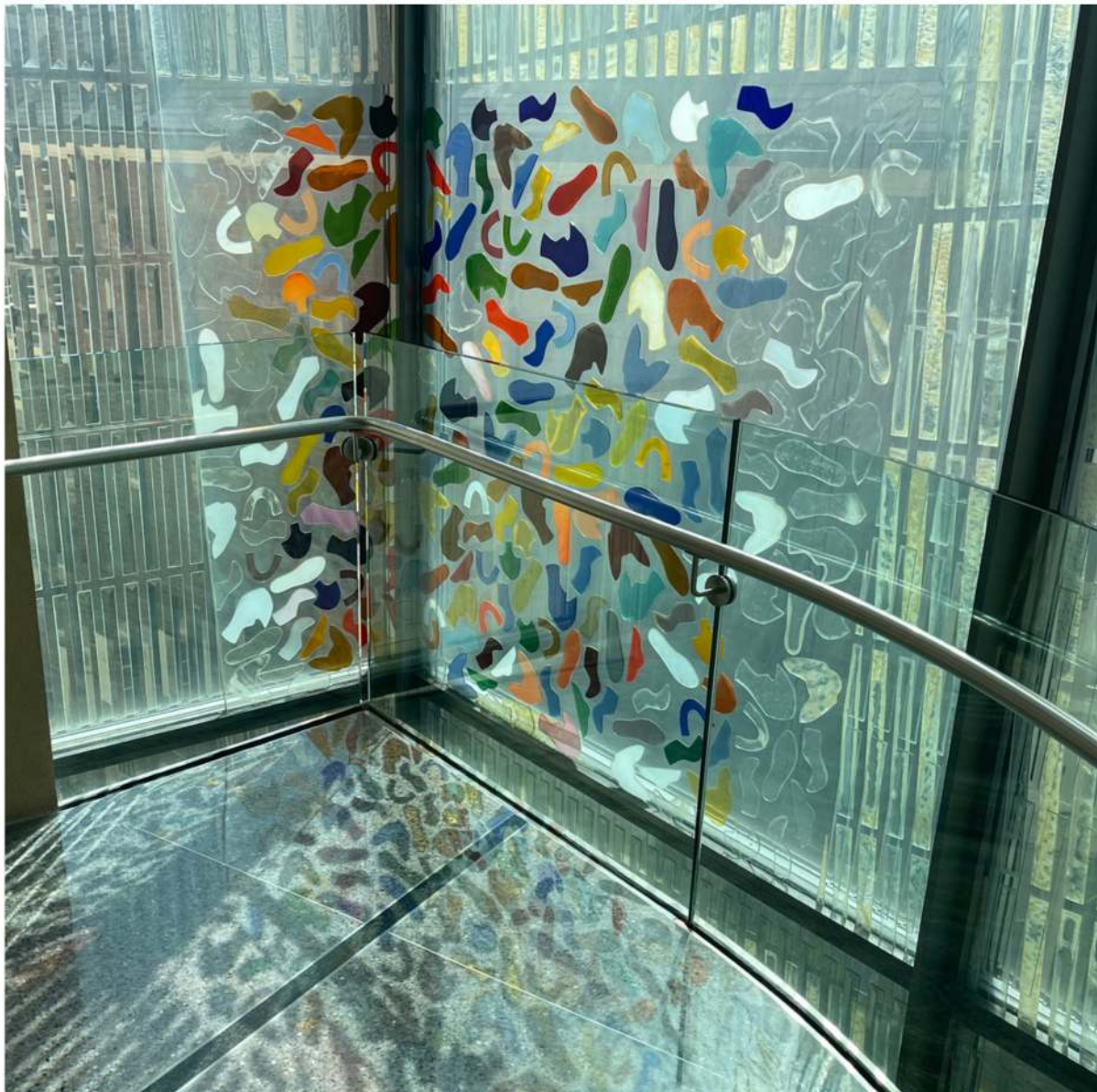


2023-2025

 BATA SHOE  
MUSEUM

# INTRODUCTION

Over the last twenty-eight years, the Bata Shoe Museum has grown in reach and reputation and is now a highly respected institution renowned for its world-class collection, cutting-edge exhibitions, and engaging programs.



# THE FOUNDING OF THE BSM

In the mid-1980s, Sonja Bata decided to build a museum in the heart of Toronto dedicated to telling the stories of humankind through footwear. Her vision called for an architect with a bold vision, so she turned to acclaimed Canadian Raymond Moriyama and commissioned him to create a “small gem of a museum.” When the museum opened on May 6, 1995, it garnered a great deal of interest. Footwear was an unexpected subject for a museum but over the years, the museum’s reputation as a center for scholarship and cultural insight grew.



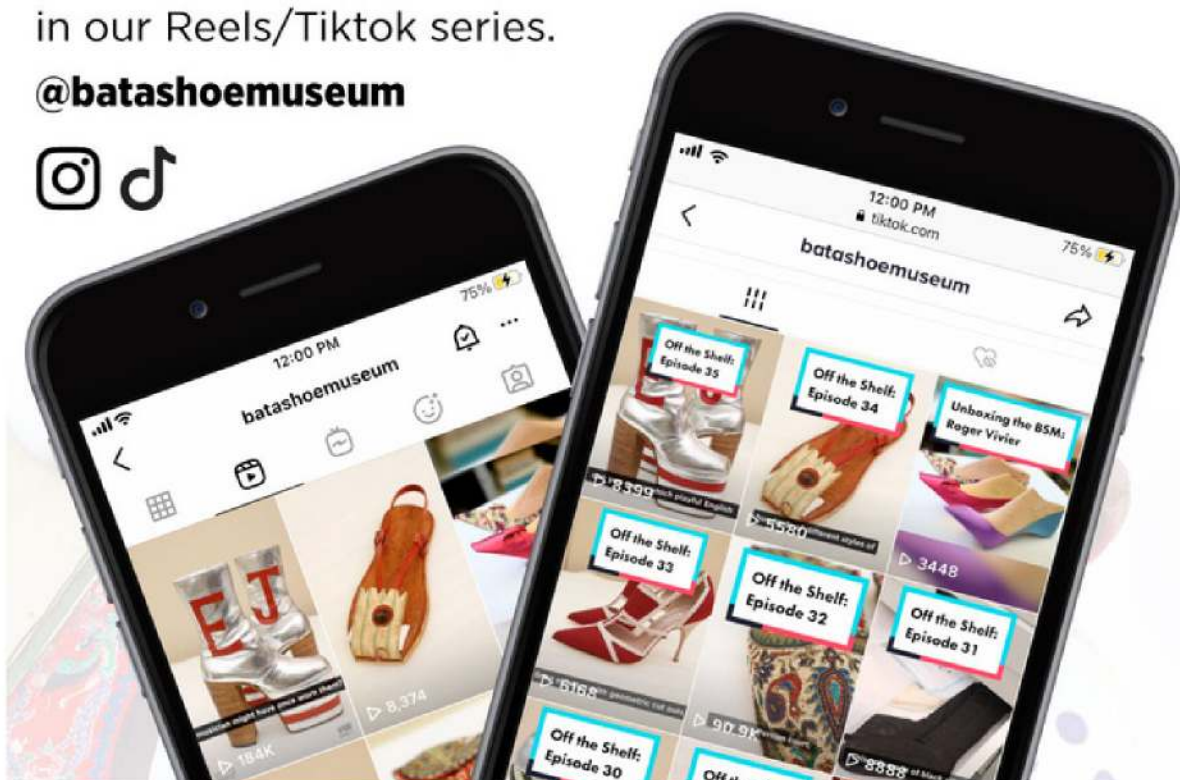
# TODAY

Today the collection holds close to 15,000 artifacts from around the globe. We offer virtual programs that welcome hundreds of international participants, we publish widely, we welcome tens of thousands of visitors to our exhibitions and in-museum program each year, and attract millions of views on our social media platforms such as TikTok. As we continue to strive for excellence in everything we do, the BSM looks forward to the future with a new three-year strategic plan.

## #OffTheShelf

Learn more about the collection in our Reels/Tiktok series.

**@batashoemuseum**



# NEW STRATEGIC INITIATIVES

Over the next three years, while continuing to offer exciting new exhibitions, public programming, advanced global research, publications, and engaging online content, the BSM will also focus on three specific goals:



**Community  
Engagement**



**Indigenous Outreach**



**Strengthening and  
Supporting the BSM Team**

# MISSION



The world we live in is changing. There are incredible opportunities within this change to amplify more voices, more stories, and more experiences. We are committed to embracing diverse histories and points of view that can be shared and understood through footwear. In the spirit of openness and collaboration, we reaffirm our mission:

**To illuminate human history and culture  
through shoes.**

# VALUES



The Bata Shoe Museum's commitment to staying relevant within an ever-changing environment is reflected in our values:

**We value inclusivity, integrity, and teamwork in all that we do. We respect the cultural value of footwear and the stories that it holds. We value learning and insight, sharing and transparency, accessibility, and diversity, development, and growth.**

# COMMUNITY ENGAGEMENT

We are committed to being a vital part of our community as a leader in community engagement and idea exchange. We strive to be a place of gathering, learning, conversation and wonder, creating a welcoming space for everyone. From our community-led tours and fun family programming to our thought-provoking exhibitions, the BSM aims to cultivate life-long relationships with diverse communities from around the world. In support of this goal, over the next three years, we commit to:



- Offer cutting-edge exhibitions and meaningful programs that cannot be experienced elsewhere.
- Seek and invite community knowledge and stories that amplify diverse voices and inform our work.
- Continue to provide accessible options with our Free Sundays.
- Partner with local communities and institutions to foster new opportunities and perspectives.
- Actively engage with visitors to understand and respond to their interests, ideas, and needs.
- Honour diversity, equity, and inclusion through our work, staff, and board.



# INDIGENOUS OUTREACH

One-third of the BSM's holdings are First Nations, Métis, and Inuit. We are committed to engaging with source communities with openness and respect and to upholding the principles of "Nothing About Us Without Us." We believe that truth and reconciliation are fundamental to an equitable and just society and in support of this goal, over the next three years, we commit to:



- Invest time and resources into building meaningful relationships with Indigenous communities.
- Hear from, create policy in response to, and act on the advice and requests from Indigenous communities.
- Provide Indigenous-led training across all levels of the organization.
- Welcome and support Indigenous staff and consultants.
- Work toward upholding the principles of UNDRIP and the "Nothing About Us Without Us" policy.

# STRENGTHENING AND SUPPORTING THE BSM TEAM

The BSM has always been supported by a small, dedicated team whose determination and hard work enable the museum to thrive. With our new and expanded initiatives, the BSM will focus on building capacity by growing its team to successfully meet its ambitious future goals. In support of this goal, over the next three years, we commit to:



- Invest in our staff to ensure that innovation, new ideas, and new approaches continue to flourish.
- As the team grows, continue to support close and collaborative interdepartmental relationships to foster premium results.
- Ensure that our IDEA (Inclusion, Diversity, Equity, and Access) is reflected in our hiring practices.
- Invest in and support Indigenous staff and advisors in alignment with our “Nothing About Us Without Us” commitment.
- Seek opportunities to work with outside experts to support BSM initiatives.