



ROM MISSION



MISSION

We transform lives by helping people to understand the past, make sense of the present, and come together to shape a shared future.

We build and share global collections, create knowledge, inspire learning, encourage gathering, and spark exchange on topics within the intersecting worlds of art, culture, and nature that matter to people and communities.

ROM VISION FOR THE FUTURE



THE ROM IN 2028

The ROM will become a distinctly 21st century museum. We will be known globally for expanding the boundaries of knowledge, innovation in presenting that knowledge, and public relevance within the intersecting worlds of art, culture, and nature. We will be universally recognized as Canada's leading museum and as one of the foremost cultural institutions anywhere in the world.



OUR LOCAL IMPACT

The ROM will be an undisputed focal point of cultural and community engagement for the people of Toronto and Ontario.

We will be recognized as a critical community anchor—a place where people gather, learn, socialize, and seek inspiration. And we will be an essential destination for engagement and exchange about the important issues that affect our lives.

Our growing visitor base will mirror our diverse community and audiences will see themselves reflected in our galleries, exhibitions, and programs.

OUR GLOBAL IMPACT

Building on our hundred-year heritage of engagement with the world, the ROM's influence—artistic, cultural, and scientific—will be felt nationally and internationally. We will set the standard in the global museum field for best practice in public engagement, ground-breaking research, and generative thinking on topics that matter to people's lives.

Our exhibitions will be sought after by the world's leading museums. Our engagement and learning programs will be held up as examples of best practice. Our curators will be in demand as keynote speakers and published in prestigious journals. Our collection will be widely known as one of the finest in the world. International tourists will point to the ROM as a must-see destination when visiting Canada.

OUR ORGANIZATIONAL STRENGTHS

To realize this vision, we will have enhanced our facilities, upgraded our digital capabilities, invested in talent, and built a resilient and sustainable financial foundation.

Our physical campus will provide an even more dynamic platform for public engagement, and all who enter our doors will feel welcomed and uplifted by our architecture. Digital thinking will be second nature. The ROM will attract and retain leadership and staff with the skills and experience that museums need in the 21st century.

Our strong balance sheet and resilient financial model will give us the capacity to weather the unexpected and the flexibility to pursue the innovation and change that go hand-in-hand with global leadership.