

Honouring Migration Stories Through Modern Donor Management and Salesforce Innovation

How Skyline Systems, a Salesforce partner, collaborated with the Australian National Maritime Museum to modernise donor management and drive digital transformation in the cultural heritage sector through Salesforce.

The Challenges

➤ Fragmented and outdated systems

The Museum's inscription management relied on outdated systems, including a custom online content management system, spreadsheets, emails, and manual coordination, to track hundreds of inscriptions and donor records for each panel, and over 34,000 total inscriptions. This fragmented approach made it increasingly difficult for teams to stay aligned and maintain accurate data as the National Monument to Migration expanded.

➤ Manual, time-consuming processes

Staff devoted countless hours to managing information across disconnected tools, often manually cross-checking entries to ensure every donor contribution was correctly represented. As the workload grew, so did the risks of duplication, errors, and delays.



About the Australian National Maritime Museum (ANMM)

The Australian National Maritime Museum is Australia's museum of the sea, located at Darling Harbour in Sydney. The Museum preserves and shares maritime heritage, migration stories, and the nation's deep connections to oceans and waterways, caring for significant collections, vessels, and contemporary stories that shape Australia's identity.

Mark Bayliss

Chief Information Officer (CIO)
Australian National Maritime Museum

"Skyline Systems worked closely with the Museum to ensure the Salesforce platform integrated seamlessly into our environment. Their technical expertise, responsiveness, and understanding of our operational needs were exceptional throughout the project."

➤ A unified, transparent donor management platform

The Museum needed a unified donor management platform to connect teams, simplify approvals, and provide real-time visibility into every stage of the donor journey, enhancing accuracy while preserving the personal connection between staff and donors.

The Solution

Skyline Systems partnered with the Australian National Maritime Museum to gain a deep understanding of its challenges, objectives, and long-term vision. The Museum sought a solution that would deliver transparency, accuracy, and operational efficiency across all donor management processes. The goal was to build a centralised platform capable of managing every stage of the donor journey, from initial registration and inscription confirmation to the coordination of unveiling events.

Leveraging Salesforce CRM, the Nonprofit Success Pack (NPSP), and a custom-built Visual Inscription Panel Management solution, Skyline Systems streamlined and automated complex operational workflows. The custom Visual Inscription Panel Management solution digitally re-creates the Welcome Wall experience, connecting each donor's story to a living, visual record within Salesforce. These enhancements eliminated data duplication, improved cross-departmental collaboration, and significantly reduced administrative effort. Historical donor and inscription data were meticulously cleansed and migrated, establishing a single, trusted source of truth. Reports that once required hours to compile are now generated in minutes, providing museum staff with real-time insights, greater transparency, and improved efficiency across all departments.

Technologies Used

- Salesforce CRM
- Nonprofit Success Pack (NPSP)
- Custom Visual Inscription Panel Management solution
- Salesforce Reports and Dashboards

The Results

This partnership delivered a Salesforce solution that transformed the Museum's operations and advanced its vision for digital innovation.



A single, accurate, and transparent system

One unified platform for all donor and inscription data.



Reduced processing time

Automated workflows cut administrative effort and increase efficiency.



Streamlined donor communications

Faster coordination between teams with automated communications.



Real-time reporting and insights

Reports that once took hours now generate in minutes.

With Salesforce now at the core of its operations, the Australian National Maritime Museum manages every stage of the donor journey with greater efficiency, accuracy, and collaboration than ever before. The solution continues to advance the Museum's long-term strategy, empowering staff to focus on storytelling, community engagement, and honouring Australia's migration heritage for generations to come.

Skyline Systems partners with public, cultural, and not-for-profit organisations to make technology work with purpose. As a Salesforce partner, we help teams modernise operations, connect data, and create meaningful digital experiences that celebrate stories, empower people, and strengthen communities.