

NARRANDERA ARTS CENTRE – STRATEGIC PLAN

Vision:

We aspire to have a Shire community:

- with a space in which artists will thrive
- in which artists and communities collaborate to produce outstanding art
- in which the arts belongs to all

Mission:

The Narrandera Arts Centre's role is to:

- provide a flexible venue for arts activities in the Narrandera Shire
- contribute to cultural development in Narrandera Shire and broaden the type of arts and cultural activities available
- support local artists and performers in their endeavours
- attract visitors, residents and investment with quality arts facilities and activities

| Goal | Key Activity | KPI | 2013-2014 | 2014-15 | 2015-16 | 2016-17 | 2017-2018 |
|---|---|---|---|---|---|---|---|
| Develop the building as a venue with the capacity to host a broad variety of artistic and cultural pursuits. | Identify and prioritise renovation activity | Priorities matched to available funding opportunities | Prioritise while being able to respond to partnership opportunities | Review Priorities | Review | Review | Review |
| | Identify potential funding sources | Grants received Sponsorship In kind support | ID grants Input to Council budget process Seek partners | ID grants Input to Council budget process Seek partners | ID grants Input to Council budget process Seek partners | ID grants Input to Council budget process Seek partners | ID grants Input to Council budget process Seek partners |

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| | Develop Strategic Plan for conversion of the building | Plan guides renovation No. orgs. using building | Develop Plan | Review & update | Review | Review | Review |
| | Encourage or deliver programs & projects | No. projects | Explore partnerships and funding | Encourage use | Encourage use | Encourage use | Encourage use |
| | Volunteer recruitment & training | No of trained volunteers | Form Working Party Explore brains trust | Recruit, train & recognise volunteers | Recruit, train & recognise volunteers | Recruit, train & recognise volunteers | Recruit, train & recognise volunteers |
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| Be recognised as the primary venue for arts and cultural activity in the Shire. | Build profile in Shire and region | No. regional media reports. | Media releases/stories | Media releases/stories | Media releases/stories | Media releases/stories | Media releases/stories |
| | Develop an effective brand | Anecdotal recognition | Develop Brand | Expand on brand theme | Review | Review | Review |
| | Promote activities | Attendance at activities | Establish page on NSC website Submit to NSC events calendar | Create Website/blog Events Calendar | Review & update Events Calendar | Review & update Events Calendar | Review & update Events Calendar |
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| Have an effective communications Strategy and recognisable brand. | Media release Photo ops | No. media stories | Seek media opportunities | Seek Media opps. | Seek Media opps. | Seek media opps. | Seek media opps. |
| | Develop branding | Anecdotal recognition No. uses | Develop Branding | Develop Branding | Review | Review | Review |
| | Network with other arts orgs. | No. network partnerships | Maintain Networks | Maintain Networks | Maintain Networks | Maintain Networks | Maintain Networks |
| | Develop | Quantity & | Maintain | Maintain | Maintain | Maintain | Maintain |

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| | Databases e.g. Value volunteers Email dist. list, artists register. | currency of data held | Databases | Databases | Databases | Databases | Databases |
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| Be an effective Centre Management Committee and maintain excellent standards of management, governance, review and partnership and stakeholder communication. | Develop a Strategic Plan for management of the arts centre | Funds attracted No. Projects No. User groups No. audience | Develop Interim Plan | Review Plan | Review | Review | Review |
| | Develop management policies Comply with NSC policy | Policies developed | Develop Policies | Develop policies Review | Develop policies Review | Develop policies Review | Develop policies Review |
| | Develop Hire guidelines | Guidelines developed | Develop Guidelines | Review | Review | Review | Review |
| | Governance Training | No. people trained | Determine current status | Review Committee training | Review | Review | Review |
| | Review committee | No. new members No. sub committees Tasks completed | Form Committee | Review | Review | Review | Review |
| | Report to Council All admin complete | Reports received | Report Comply | Report Comply | Report Comply | Report Comply | Report Comply |
| | Ongoing Community Consultation | No. of consultations | Engage with service clubs & cultural orgs. | Engage with service clubs & cultural orgs | Engage with service clubs & cultural orgs | Engage with service clubs & cultural orgs | Engage with service clubs & cultural orgs |