

Vision	Purpose
Estuary Arts Centre is a creative artistic hub belonging to and valued by the community, it enriches the lives of people of all ages and abilities, involving and engaging them in arts appreciation and creative opportunities and experiences.	Provide an Art Centre that is well managed, ensuring community participation in the arts, support of local artists, and providing arts appreciation opportunities to local, national and international visitors.

Values	
Visionary	We are forward looking, ensuring that the future artistic needs of our community are met
Welcoming	We invite others to join us on the journey, creating conversations and spaces that are inclusive and safe
Positive	We see a way through, problems are the challenges that make us grow as an organisation and a community
Successful	We aim high, celebrating our successes and making those achievements the foundations of our ongoing work
Respectful	We start with each other, honouring what each person has to offer and acknowledging differences and bi-culturalism
Collaborative	We include others in making decisions, seeking opinions from our key strategic partners, stakeholders and members
Transparent	We share information (appropriately), working with good will and a commitment to open communication.

Key Themes
<p><b>1. Make art education and appreciation accessible to all</b></p> <ul style="list-style-type: none"> <li>• Ensure opportunities for art education and appreciation are affordable</li> <li>• Engage a network of tutors using a wide range of modalities</li> <li>• Secure funding for and develop a purpose built education wing</li> </ul>
<p><b>2. Ensure financial sustainability and good management</b></p> <ul style="list-style-type: none"> <li>• Provide good governance and management practise</li> <li>• Ensure art education is well promoted</li> <li>• Pursue a broad funding base</li> </ul>
<p><b>3. Collaborate with the community</b></p> <ul style="list-style-type: none"> <li>• Work in partnership with others in the immediate and wider community</li> <li>• Continue to build on already established relationships such as other galleries, local government, schools, Iwi, reserve organisations, local business and the wider community</li> <li>• Build and develop new relationships that broaden the appeal of the centre and enriches the experience for all involved.</li> <li>• Seek continuous improvement through dialogue and structured feedback.</li> </ul>
<p><b>4. Promote art and the Centre</b></p> <ul style="list-style-type: none"> <li>• Celebrate artist’s work and the ongoing development of education and art appreciation</li> <li>• Promote EAC as a destination for locals and visitors</li> <li>• Deliver a variety of programmes that appeals to and involves both the broader community and special interest groups</li> <li>• Ensure that activities are promoted in a timely manner</li> </ul>
<p><b>5. Support artists</b></p> <ul style="list-style-type: none"> <li>• Provide an attractive regional facility</li> <li>• Ensure exhibition spaces are good quality, well managed and curated</li> <li>• Encourage and enable artists to participate in the centre’s activities</li> </ul>
<p><b>6. Value our people</b></p> <ul style="list-style-type: none"> <li>• Demonstrate that we value our people - employees, volunteers &amp; members through communication, activities and personal development opportunities</li> <li>• Grow our membership through the value we deliver</li> <li>• Communicate our vision, values and objectives on an appropriate basis.</li> </ul>