

Vision

The ARTbeat of the Hibiscus Coast

Purpose	Grow and sustain a thriving arts community, collaborating with others and offering quality arts education, diverse exhibitions and providing an ever-improving hub for creative pursuits.					
Outcomes	<ul style="list-style-type: none"> ● Everyone has the opportunity to participate in the arts and arts community. ● Artists with diverse aspirations return to the centre to connect, learn and collaborate. ● EAC and collaborators are reaching more people in the community through joint programmes and projects. ● People on the Hibiscus Coast and surrounding areas know who we are and view the centre and surrounds as a vibrant, welcoming community destination. ● Our staff and volunteers are friendly and feel like valued and respected members of the EAC community. ● We have engaged, long-term funding partnerships. 					
Strategic Themes	Community Accessibility and Engagement	Support and Attract Artists	Collaborate and Network	Promote Art and the Centre	Our People	Sustainability
Strategic Goals	Grow, deepen and diversify arts accessibility for all.	Facilitate artist social connectedness, skills toolbox, and attract and retain quality arts educators.	Connect with others and develop and grow collaboration that is mutually beneficial.	Increase our visibility and attractiveness.	Strengthen our culture of respect and appreciation so that we attract and retain high calibre people.	Diversify our revenue channels and maintain practices that support environmental wellbeing.
Key Strategic Initiatives 2024-2027	<ul style="list-style-type: none"> 📄 Studio Three complete third studio upgrade to provide an enhanced facility. 📄 Communications develop a communications strategy that includes digitising communications. 📄 Assess Accessibility deepen knowledge on how to reach and attract community members 	<ul style="list-style-type: none"> 📄 Social Connection provide a range of opportunities for artists with diverse aspirations to connect, upskill and grow a social bond. 📄 Tutors Package develop enhanced offerings for current and potential arts tutors. 📄 Membership Package Promote membership to artists. 	<ul style="list-style-type: none"> 📄 Tangata Whenua grow governance competence and working relationships with community marae and iwi. 📄 Collaboration grow and develop collaboration that enhances community participation and outreach (including multicultural offerings?). 	<ul style="list-style-type: none"> 📄 ART Hub and Destination refresh media and marketing visibility (signs and collateral) promoting the centre as a welcoming and vibrant destination. 📄 Diversify Activities open centre to all creative and performance arts to attract people from outside the area. 	<ul style="list-style-type: none"> 📄 Governance strengthen governance skills and capabilities. 📄 Business continuity develop a business continuity plan including succession. 📄 Staff and Volunteer Recognition - establish a programme to develop, recognise and reward our people, including the long-term goals of staff and upskilling volunteers. 	<ul style="list-style-type: none"> 📄 Fundraising develop a long-term fundraising strategy that includes bequests. 📄 Corporate Partnerships identify and develop corporate sector and other potential funding partnerships. 📄 Environment strengthen awareness of environmental impact.
Key Measures Values	From Annual Plan	From Annual Plan	From Annual Plan	From Annual Plan	From Annual Plan	From Annual Plan
	Respectful – Manaakitanga We listen to and respect diverse viewpoints		Inclusive – Whanaungatanga We are welcoming and accessible		Creative – Auahatanga We value diverse expression	