

April 2024-April 2027

Vision

The ARTbeat of the Hibiscus Coast and Rodney

Values	Respectful – Manaakitanga We listen to and respect diverse viewpoints		Inclusive – Whanaungatanga We are welcoming and accessible		Creative – Auahatanga We value diverse expression	
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, collaborate and learn. • EAC and collaborators are reaching more people in the community through joint programmes and projects. • People on the Hibiscus Coast, Rodney 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	To bring Art to the Community and to 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	Outreach Spaces Build space capacity through an outreach programme, including to Rodney, to provide for a wider diversity of activities. Communications Develop a communications strategy that includes digitising communications. Assess Accessibility Deepen knowledge on how to reach and attract community members	Social Connection Provide a range of opportunities for artists with diverse aspirations to connect, upskill and grow a social bond. Tutor’s Package Develop enhanced offerings for current and potential arts tutors. Membership Package Promote membership to artists.	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.	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 and to attract people from outside the area.	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.	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	From Annual Plan	From Annual Plan	From Annual Plan	From Annual Plan	From Annual Plan	From Annual Plan