

ARTSOURCE STRATEGIC BUSINESS PLAN 2016 – 2018

Our VISION is of a world in which culture and the arts are valued as vital and where visual artists flourish

To move us towards our vision we have three GOALS

Be a driving force in opening up opportunities for artists by providing practical, relevant and affordable services that directly support professional practice.	Be actively engaged with the developing audiences and markets for art, helping to foster a fertile environment that allows artists to flourish.	Be a well-run, self-determining and sustainable business, working in partnership with others to achieve our goals.
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Our PURPOSE is to engage with and support WA visual artists with practical, affordable and relevant services.
We also work with partners delivering and supporting initiatives that lead the way in creating the environment where art is valued and artists can flourish.

Our purpose is underpinned by ten VALUES

Artists are at the heart of everything we do	Our belief in artists and the contribution they make to the world is absolute	We listen, so that our actions are researched, planned and evaluated	We lead by understanding the evolving collective needs of artists	Quality, affordability and relevance are key traits of the services we offer	Acknowledging our various audiences, we communicate appropriately with each	Partnerships with others help us to do more. We don't always have to go it alone	We work to bring new audiences and participants to artists and their work	Our company and its finances are properly and efficiently managed.	We operate ethically and openly
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We work to achieve our goals with five STRATEGIES

Support professional visual artists directly by providing relevant, practical and affordable services	Provide suitable and affordable studios for professional visual artists	Contribute to market and audience development helping to foster an environment where art is valued and artists flourish	Focus on issues of collective importance to artists and work constructively to influence and achieve positive change	Commitment to continuous quality improvement in respect of governance, policy and business processes
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STRATEGIES AND KEY ACTIONS

Support professional visual artists directly by providing relevant, practical and affordable services	Provide suitable and affordable studios for professional visual artists	Contribute to market and audience development helping to foster an environment where art is valued and artists flourish	Focus on issues of collective importance to artists and work constructively to influence and achieve positive change	Commitment to continuous quality improvement in respect of governance, policy and business processes
<ul style="list-style-type: none"> • Membership Services • PD workshops • 6x6 artist talks • Member networking events • ArtLines e-zine • ArtLeads e-zine • Finding paid work • Online artist profiles • Online support information • Residencies • Insurance 	<ul style="list-style-type: none"> • Studio provision • Developing the 'Artsource Atrium' in the OCH 	<ul style="list-style-type: none"> • Artsource Associates • ArtLease • Open studios • Online Magazine: profiles • Online Magazine: articles • ArtLights e-zine • ArtConnect e-zine • Website brochure pages • Online member events • Online artist profiles • Promotion on social media • Artsource Patrons • Research 	<ul style="list-style-type: none"> • Focused local campaigns • Partnership with NAVA on national campaigns • Relationships with key bodies (e.g. DCA, AusCo, CAC) • Participate in industry discussions and papers 	<ul style="list-style-type: none"> • Refocus staffing structure • Achieve annual budget • Grow financial reserves • Member ops panels • Member surveys • Annual project reviews • Updated constitution • Staff handbook • Code of conduct • Ethical operations policy • Board development

ADDITIONAL STRATEGIC ACTIONS REQUIRING FUNDS

Studios	Writing and Publications	Discourse and Profile Building	Residencies
<ul style="list-style-type: none"> • Action planning to build on our existing DCA-funded research into studio provision • Investing in future studio development and management 	<ul style="list-style-type: none"> • Book: 'The Artists of Western Australia', three volumes in partnership with UWA Publishing • Sixty artist catalogues 	<ul style="list-style-type: none"> • Annual National Symposium on WA art and artists • Awards event celebrating living WA artists 	<ul style="list-style-type: none"> • New York residency • 'Go Anywhere' residencies