

NORTHART

NorthArt Society Incorporated Strategic Plan: 2020 - 2022

Our Vision

To be the leading contemporary public art facility in North Auckland, based in Kaipatiki.

Our Mission

To provide quality art experiences that;

- Are stimulating, contemporary, innovative and relevant
- Encourage the practice and appreciation of the arts
- Create a welcoming inclusive environment
- Embrace the spirit of the Treaty of Waitangi's principles of partnership, participation and protection

Our Values

Welcoming - Manaakitanga (We Care)

- To honour the bi-cultural agreement of the Treaty of Waitangi and its principles of partnership, participation and protection.
- Place audiences and artists at the centre of what we do.
- Provide a welcoming, inclusive and vibrant social space that encourages creativity, learning and enjoyment through arts and culture.
- A place where people of diverse backgrounds can freely interact with each other to give expression to their ideas, their beliefs and their sense of identity.

Inspire and Excite

- To enrich people's lives through cultural and art experiences.
- Foster an inquiry to learn and explore creative ways to interpret the world.

Create Meaningful Connections

- Connect communities through culture and the arts.
- Embrace the spirit and goals of Auckland's Art and Culture Strategic Action Plan - Toi Whītiki: "Integrating arts and culture into our everyday lives".

Quality, Excellence & Professionalism

- Consistently present high quality, stimulating and engaging exhibitions.
- Deliver respectful, supportive and professional relationships.

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Our Goals

Strategic Goal One: Inspire passion and appreciation for arts and culture

- Create exhibitions and events that attract, welcome and engage existing and new audiences of different ages, cultures, ethnicity and interests.
- Provide innovative and considered ways for audiences to connect with exhibitions and events that are accessible for audiences to explore new and challenging experiences.
- Support and actively respond to Auckland Council's goals outlined in Toi-Whitiki through our arts and culture programme and actions.

Strategic Goal Two: Connect people with ideas through art

- Collaborate with regional galleries and arts organisations to contribute to the regional arts offerings for Auckland.
- Welcome and encourage appropriate pop-up cultural and creative events run by independent groups or individuals, in association with NorthArt.
- Respond to trends within the industry. Including art encounters outside of the gallery space; socially engaged art; a diversity of cultural perspectives – Māori, Pasifika, Asian, European and others.

Strategic Goal Three: Provide a welcoming, inclusive and vibrant social space

- Actively engage in Council's public art plan for Northcote and contribute to permanent and event-based activations to retain the cultural heart of the community.
- Maximise the opportunity to be a leading contributor to the cultural landscape of the Northcote Redevelopment Plan. Be the valued lead voice for arts and culture during Northcote Centre's redevelopment.
- Maintain a positive contribution at all stakeholder meetings and strengthen relationships with all parties involved.
- Value, support and encourage our staff and volunteers in the vital role they play in making NorthArt a welcoming inclusive environment.

Strategic Goal Four: Place audiences and artists at the centre of what we do

- Present an exhibition and events programme that reflects and represents the full diversity of cultural identities and interests of our community.
- Seek engagement with artists in the local area to create genuine connections and opportunities.
- Enable children and young people access to arts and cultural experiences.
- Help support and mentor local artists. Connect them to broader audiences and opportunities.
- Build connections with nationally known artists in the area.

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Strategic Goal Five: Sustainability

- Build strong relationships with key funding stakeholders; develop relationships with new potential funding bodies and art patrons.
- Improve funding stability through longer funding contracts and seek additional grant-funding to deliver the long-term vision.

Strategic Priorities

- *To provide stability* – during the redevelopment of Northcote's town centre and NorthArt's change in Management, to ensure we take care of our current arts community and bring them with us.
- *Expand our audience* – Increase public awareness and participation.
- *Bring art events into the community* – To break perceived barriers the public may have to accessing arts and culture, broadening our local and regional audience.
- *Sustainability* – through increased secure funding, higher staff numbers and continuing to value NorthArt's staff and volunteers.
- *Build connections with funding bodies* - both public and private through strengthening relationships and support in order to provide a vibrant and robust public arts programme.
- *Repositioning of NorthArt premises* – development and planning for the proposed Northcote town Centre is underway. NorthArt has been assured of a space within the new town centre but we remain committed to ensuring our new premises are fit for purpose. While construction could take a few years, it is important to be an influence in bringing art and culture into the early planning of the architecture of event and exhibition spaces.as well as the Northcote's public realm.
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