



Strategic Plan 2012-2015

Port Pirie Regional Art Gallery Incorporated
March 2012

Port Pirie Regional Art Gallery
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Board of Management

March 2012

Chairperson

Janet McWilliams

Vice Chairperson

Jodie Trimble

Secretary

Sue Chivell

Treasurer

Stephen Pisani (retired February 2012)

Board Members

Neil Hann

Dianne Patterson

Ruby Miller

Tina Moore

Staff

Director

Kirstie Jamieson

Administration Officer

Janet Jansen

The Board of Management would like to thank Jill Gael, Senior Consultant at CPD BIZ Consulting Pty Ltd for the in kind support given to the Board during the development of the Strategic Plan.

Foreword

The Strategic Plan outlines the vision of the Port Pirie Regional Art Gallery and the goals and proposed activities for 2012 to 2015 to realise that vision.

High priority is to extend the reach and impact of the Gallery in Port Pirie and the Southern Flinders region.

To sustain current activities and build the capacity to deliver on its goals, the Gallery Board is proposing a growth focus, with strong stakeholders' relationships and sourcing additional resources. Sponsorship and partnerships opportunities and approaches are therefore outlined in the plan.

In creating this plan, the Board concentrated on building on current strengths and extending its activities to ensure that the organisation

- engages the communities of the region
- operates effectively and efficiently
- has sufficient funds to be sustainable
- is, and is known as, a relevant and valuable community and regional asset

Vision

Bringing art to the people and people to the arts

Mission

To deliver opportunities for the people of the Southern Flinders region to value and understand the importance of art and culture in our community

Goals

1. Port Pirie and the Southern Flinders region has a diverse range of quality exhibitions and educational opportunities
2. Our community is engaged and has opportunities for involvement in the Gallery
3. Existing partnerships are maintained and new partners engaged to ensure the operation of the Gallery into the future
4. The community values the Gallery as a community resource
5. Technology enhances the operation and promotion of the Gallery and its services
6. Staff and volunteers use their skills and knowledge to achieve the Gallery's purpose
7. The Gallery has good corporate governance



Airdale Primary School visit to the Gallery



Nick Mitzevich, Director of the Art Gallery of SA
with Gallery Board Member, Jodie Trimble

Goal One: Port Pirie and the Southern Flinders region has a diverse range of quality exhibitions and educational opportunities

Objectives	Key Strategies
Provide the community with experience in a variety of art forms	Deliver quality touring exhibitions of regional, state and national interest Acknowledge and promote community art groups and individual artists within the region Conduct art competitions
Provide opportunities for young people to engage with the gallery	Maintain/improve contact with schools Continue with Clan Rodda Award Fund a youth arts officer to consult with youth workers, groups, individual young people and develop a youth engagement plan 2013-15

Goal Two: Our community is engaged and has opportunities for involvement in the Gallery

Objectives	Key Strategies
Grow volunteer base	Promote and encourage participation in the volunteer program
Take the gallery out to the community	Be involved in community events and activities
	Support artists and art groups
	Seek opportunities to create community based activities as adjunct to the exhibition program
Ensure a vibrant active Board of Management	Promote and encourage participation on the Board of Management
“Capture” visitors to the arts precinct	Work closely with the Visitor Information Centre, Internet Centre and Library
Build our membership by 10% a year	Promote and encourage the benefits of Gallery membership and patronage
	Develop and implement a <i>Member to Patron</i> program
Increase the participation of gallery members	Facilitate the involvement of members in gallery exhibitions/events and activities
	Conduct members exhibition annually



Gallery Board Member, Ruby Miller, with Ruby’s Gems performing at a Gallery fundraising function

Goal Three: Existing partnerships are maintained and new partners engaged to ensure the operation of the Gallery into the future

Objectives	Key Strategies
<p>Build sustainable relationships with key funding providers</p>	<p>Provide regular updates of the Gallery’s position including success and challenges</p> <hr/> <p>Seek opportunities for providers to have access to specific events and seminars</p> <hr/> <p>Maintain an open and transparent dialogue with key providers</p>
<p>Source \$30,000 new sponsorship from groups, business and organisations over 3 years</p>	<p>Develop and implement a comprehensive sponsorship approach which targets a number of organisations over 3 years for new sponsorship/partnership</p> <hr/> <p>Widely promote the benefits of sponsorship to service groups and business organisations</p>
<p>Work closely with our partners and sponsors</p>	<p>Develop in kind sponsors package and reinforce the relationship annually</p> <hr/> <p>Develop and maintain open communication with partners and sponsors</p>



Clan Rodda and Mayor Brenton Vanstone

Goal Four: The community values the Gallery as a community resource

Objectives	Key Strategies
Actively promote the Gallery's program and services to ensure community awareness of its role and value	Maintain a targeted use of the in kind television sponsorship opportunities to maximise visitation
	Increase and improve promotional material, signage and advertising
	Make regular contact with media outlets with latest news and events from the gallery
Grow visitor numbers	Maintain an up to date and informative web site
	Share promotion with partners and sponsors



James Bruce from Theodore Bruce Auctions providing an appraisal at the Treasures Open Day

Goal Five: Technology enhances the operation and promotion of the Gallery and its services

Objectives	Key Strategies
Keep up to date with new media and acquire appropriate technology	Maintain up to date web making software
	Plan and allocate funds for technology upgrades
	Subscribe to appropriate new media communication networks
	Seek to increase and improve the Gallery’s profile on the internet



Patterns of Spirituality exhibition

Goal Six: Staff and volunteers use their skills and knowledge to achieve the Gallery’s purpose

Objectives	Key Strategies
Ensure staff can make the best use of their skills and knowledge, and acquire necessary new skills	Attend relevant conferences and forums
	Seek opportunities to undertake training
	Participate in relevant networks and professional development
Ensure a robust volunteer group	Seek opportunities to undertake training



Nita and Henry Beard doing the Condition Reporting before installing an exhibition

Goal Seven: The Gallery has good corporate governance

Objectives	Key Strategies
<p>Sound planning to ensure everyone knows what they need to know</p>	<p>Finalise, implement and regularly review policies and guidelines</p> <hr/> <p>Risk management plan is implemented and reviewed regularly</p> <hr/> <p>Develop Disaster Management Plan for Gallery in relation to Cultural Precinct DMP</p>
<p>Transparent financial record keeping</p>	<p>Regular financial reporting</p>
<p>Collection conserved, maintained and documented</p>	<p>Regular condition reporting</p>