



# PORT PIRIE REGIONAL ART GALLERY

## *STRATEGIC PLAN*

*2015-2021*

Port Pirie Regional Art Gallery Incorporated  
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## Board of Management

### Chairperson

Mike Basley  
(Legal & Finance)

### Secretary

Sue Chivell  
(Community)

### Treasurer

Annette Rimmer  
(Finance)

### Board Members

Dianne Patterson  
(Governance)

Ruby Miller  
(Arts & Volunteers)

Sandra Gurr  
(Community & Arts)

Judy O'Shaughnessy  
(Business)

Ellie Green  
(Community & Arts)

Veronica Travers  
(Education & Youth)

Jodie Trimble  
(Community & Arts)

### Gallery Staff

Director:  
Jenni Frost

Administration:  
Lynne Walden

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## Introduction

The Strategic Plan outlines the vision of the Port Pirie Regional Art Gallery and the goals and proposed activities for 2015 to 2020 to realise that vision.

A high priority is to extend the reach and impact of the Gallery in Port Pirie, the Mid North and Southern Flinders regions.

To sustain the current activities and to build the capacity to deliver on its goals, the Gallery Board is proposing a growth focus, a strengthening of stakeholders' relationships and seeking to secure the long term sustainability of the Gallery.

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 Port Pirie and the wider region to value and understand the importance of art and culture in our community.

## Goals

1. Port Pirie, the Mid North 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. Our partners and sponsors ensure the operation of the Gallery into the future
4. Technology enhances the operation and promotion of the Gallery and its services
5. Support Professional development
6. Exercise good corporate governance

**Goal One:** Port Pirie, Mid North 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 <hr/> Conduct art competitions
Actively promote the Gallery’s program and services to improve awareness of its role and value	Maintain a targeted use of the in kind television sponsorship <hr/> Ensure media outlets are kept up to date with latest news and events from the gallery <hr/> Distribute information about the Gallery’s exhibitions and activities using a variety of methods and maintain an informative web site
Grow visitor numbers	Ensure wide distribution of the Gallery exhibition program <hr/> “Capture” visitors to the arts precinct
Maintain Class A Gallery	The Gallery is maintained as best practice

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

Objectives	Key Strategies
The community values the Gallery	Actively promote the Gallery’s program and services to ensure community awareness of its role and value
Create opportunities to increase engagement in gallery activities	Promote and encourage participation in the volunteer program
	Be involved in community events and activities
	Create and implement a program of community activities as part of the exhibition program
	Build our membership
	Increase the participation of gallery members
	Annually conduct the Members exhibition
Promote the Gallery as a community resource	Acknowledge and promote community art groups and individual artists within the region
	Build stronger relationships with regional schools
	Provide art educational opportunities

### Goal Three: Our partners and sponsors ensure the operation of the Gallery into the future

Objectives	Key Strategies
<p>Build and maintain sustainable relationships with partners and sponsors</p>	<p>Provide regular updates of the Gallery’s position including success and challenges</p>
	<p>Invite partners and sponsors to promote at exhibitions and events</p>
	<p>Develop and maintain open communication with partners and sponsors</p>
<p>Grow our sponsorship from groups, business and organisations</p>	<p>Develop and implement a targeted sponsorship approach</p>
	<p>Collaborate with our partners to seek beneficial sponsorships from business, organisations and community service groups</p>

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

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



## Goal Five: Support Professional development

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
Support an active volunteer group	Seek opportunities to undertake training

## Goal Six: Exercise good corporate governance

Objectives	Key Strategies
Sound planning to ensure everyone knows what they need to know	Finalise, implement and regularly review policies and guidelines
	Risk management plan is implemented and reviewed regularly
Transparent financial record keeping	Regular financial reporting
Collection conserved, maintained and documented	Regular condition reporting
	Collection records are regularly updated