

Business Plan Millicent Art Gallery 2009-2014

"To be as effective, as we are efficient"

1.Vision

To encourage, foster and promote awareness, education, practice, understanding, enjoyment of art and cultural material.

2.Objectives

The Millicent Art Gallery is funded by Wattle Range Council which exhibits art works, acquires, conserves, researches, communicates, serving the people of the Wattle Range Region and beyond.

- To simulate awareness, enjoyment and understanding of art and cultural material within the Wattle Range Region.
- To acquire works:
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 - Of the prize-winners in the Barbara Wallace Exhibition.
 - Works that are representative of Wattle Range artists or represent aspects of the Wattle Range Region.
 - Works from the above criteria that are of the highest standard and an expectation that the collection will be maintained for the benefit of future generations and that this collection will be accessible and relevant.
 - To provide exhibitions, programmes, publications and educational services that simulate curiosity, awaken observation, encourage inquiry, inform and entertain.

3.Values

- i Commitment to Visual Arts.
- ii Progressiveness, development and innovation.
- iii Awareness of community needs and desires.
- iv Participating involvement.
- v Accountability
- vi Awareness of issues of equity
- vii Principles of good management.

4.Strengths and Weaknesses

4.1 Strengths

- i Class A gallery; recognised standard & professional staff.

- ii Purpose refitted building.
- iii Volunteer support and community relationship
- iv Support from established agencies, artists, galleries and institutions.
- v Focus and quality of collection.
- vi Ability to respond rapidly to changing environment.

4.2 Weaknesses

- i Public perception.
- ii Under resourced.
- iii Difficulty of parking and entry
- iv Inadequate storage
- v Budget

4.3 Opportunities

- i Development of Council financial support
- ii Development of funding and programme opportunities

4.4 Consideration

- i Maintenance of Wattle Range funding
- ii Competition from other forms of leisure activity

5. Staff Structure

5.1 Current Staff

- Manager and support staff
- Volunteers

5.2 Role

The Millicent Art Gallery expects to be able to operate to a professional standard, to be open 5 (6 when an exhibition of note is on show) days:

- to organise and receive exhibitions.
- to run programmes for the public.
- to manage its affairs.
- to meet requirements for conserving cultural property and the collection
- to grow and develop
- to educate and/or encourage an appreciation of Art

5.3 Aims

- i To develop a service plan, using volunteers to assist with hosting and hanging.

- ii To develop a volunteer panel or brains trust to act as a sounding board for curatorial issues allows for the gallery to use various people in the community who have curatorial experience and knowledge of the artist community.

- iii Develop Education/ Programme to complement exhibitions in conjunction with Country Arts SA or through partnering with the exhibiting body in order to develop school, area and tourist involvement.

- iv Develop targeted volunteers assistance eg. Hanging and receptions.

6. 2006/7 Action Plan

6.1 Administration

Target 1 Develop Service Strategy including external service partnerships.

[service training underway, partnership with tourist agencies, Regional Galleries, Country Arts and other Galleries: ongoing]

Target 2 Audience Accessibility: report on numbers and services, develop Marketing Plan, investigate opening hours.

Target 3 Set annual budgets and report as required

[complete budget projections for the year in advance, comparative report to board meetings]

6.2 Research

Target 1 Exhibit work from all disciplines on a proposal or initiation basis of contemporary Australian art, fine craft and design to participate in the development and understanding of art and culture, to increase patronage and support of the gallery and increase art and cultural activities in the South East Region.

[Increase standard of presentation, wider audiences targeted]

Target 2 Set annual exhibition budgets and report accordingly

[12 month budget projection completed and incorporated in monthly summary]

Target 3 Complete quarterly visitor surveys and analyse

Target 4 Develop relationships with South East Region artists.

6.3 Governance

Target 1 Review Annually the Business Plan

Millicent Gallery Advisory Committee