



VISION

“Promoting excellence and cultural opportunities through the Arts”

MISSION STATEMENT

We aim to provide Arts opportunities and educational experiences, thus supporting our members and creating a collaborative Arts culture within the wider community.

GOALS

Pemberton Arts Group Inc. (PAG) will:

- Provide opportunities for members to advance their artistic practice and showcase their artwork in a supportive and empowering environment.
- Play a dynamic leadership role in facilitating the development of Arts culture in the community, contributing to the vibrancy and attractiveness of Pemberton and the Southern Forests region.
- Be recognised as a viable and credible professional organisation functioning in an effective and sustainable manner.

PRIORITIES

Pemberton Arts Group Inc (PAG) will:

- Access exhibition, workshop and storage spaces matching our current standards, needs and expectations in response to the changes resulting from colocation of services in Pemberton.
- Explore viable alternatives (venues, operational strategies, cultural experiences) during time of transition.
- Develop practices to enhance and increase community engagement and awareness of the Arts

GOAL 1: PAG will provide opportunities for members to advance their artistic practice and showcase their artwork in a supportive and empowering environment.

OBJECTIVES

PAG will:

1. Develop members' skills by increasing professional development and Arts educational opportunities.
2. Increase opportunities for members to showcase their artwork.
3. Facilitate the provision of a customised venue to house a stable and permanent work studio, storage and exhibition space for PAG and aligned groups.
4. Raise the public profile of member artists.

GOAL 2: PAG will play a dynamic leadership role in facilitating the development of Arts culture in the community, contributing to the vibrancy and attractiveness of Pemberton and the Southern Forests region.

OBJECTIVES

PAG will:

1. Provide a voice representing and advocating for the Arts in Pemberton.
2. Partner with relevant stakeholders and play a leadership role facilitating the development of infrastructure and marketing initiatives that put Pemberton on the map as a vibrant Arts community.
3. Empower local community engagement in Art

Goal 3: PAG will be recognised as a viable and credible professional organisation functioning in an effective and sustainable manner.

OBJECTIVES

PAG will:

1. Adopt a strategic approach in planning its future directions and activities.
2. Maintain sound management and administrative processes that are consistent with best practice and compliant with legislative requirements.
3. Maintain a robust financial status through entrepreneurial activity and sound financial management practices.
4. Empower and support members volunteering their services and ensure more equitable sharing of responsibilities and workload.
5. Have clearly identifiable branding and a well-respected public image.
6. Establish a permanent venue as a home base for the organisation's activities.

STRATEGIC PLAN

GOAL 1: PAG will provide opportunities for members to advance their artistic practice and showcase their artwork in a supportive and empowering environment.

Objective 1.1 PAG will develop members' skills by increasing professional development and Arts educational opportunities.

KPIs/Targets:

Increase # of attendees at weekly art sessions and workshops.

Increase # of workshops and professional development opportunities provided.

Strategies	Stakeholders	Timeframe
1.1.1 Provide practical instruction, peer learning and critiquing opportunities through regular weekly gatherings.	PAG Members, wider community.	Ongoing
1.1.2 Provide access to guest presenters to harness Art instruction expertise from local and wider community artists.	Artists, guest teachers, Artists in Residence	2019 - 22
1.1.3 Provide in-house workshops and excursions to further expand members' professional development.	Professionals, PAG and community members, visitors	2019 - 22

Objective 1.2 PAG will increase opportunities for members to showcase their artwork.

KPIs/Targets

Exhibitions held – at least 2 x per annum.

External exhibitions/events in which members have shown their work – comments from Visitors' Books

Strategies	Stakeholders	Timeframe
1.2.1 Co-ordinate regular PAG exhibitions, including: * Annual Spring; *‘unearth discover, embrace’ *Pemberton Art Prize; and, *Sculpture in the Vines.	Member artists, local groups Shire of Manjimup Sponsors	2019 -22
1.2.2 Identify and advise members of opportunities to participate in other events/exhibitions.	Members, Galleries	2019 - 22

Objective 1.3 PAG will facilitate the provision of a customised venue to house a stable and permanent work studio, storage and exhibition space for PAG and aligned groups.

KPIs/Targets:

*Participation of PAG Committee members and other stakeholders in Co-location meetings.
Annual growth of Capital Funds Account by 10% (minimum).*

Strategies	Stakeholders	Timeframe
1.3.1 Continue to contribute to Capital Funds Account investing toward the funding of an Arts facility.	Members, community	2019-22
1.3.2 Participate in negotiations with Shire regarding the development of a purpose-built or customised Arts facility.	PAG members, residents	2019-22

Objective 1.4 PAG will raise the public profile of member artists.

KPIs/Targets:

*Evidence of publication in print and social media.
Artist profiles on PAG website.*

Strategies	Stakeholders	Timeframe
1.4.1 Publicise and celebrate the achievements of member artists in print	PAG PCN, MB Times Web master	Ongoing

and social media.

1.4.2 Provide opportunities for member artists to present their personal profile on PAG website.	PAG artist members Web master CRC	2019 and ongoing.
1.4.3 Continue to coordinate achievement awards program.	PAG Committee Sponsors Shire of Manjimup	Ongoing.

GOAL 2: PAG will play a dynamic leadership role in facilitating the development of Arts culture in the community, contributing to the vibrancy and attractiveness of Pemberton and the Southern Forests region.

Objective 2.1 PAG will provide a voice representing and advocating for the Arts in Pemberton.

KPIs/Targets:

Regular communications via print and social media.

PAG representation/attendance at meetings relevant to Pemberton's development.

Strategies	Stakeholders	Timeframe
2.1.1 Develop and build effective working relationships with key stakeholders.	Shire of Manjimup, Working Group for Regional & Remote Galleries and local organisations.	2019 – 2022
2.1.2 Maximise opportunities for key decision-makers to be exposed to PAG's functions and activities.	Politicians, sponsors, community leaders, Arts organisations, tourism bodies and business operators.	2019 - 2022
2.1.3 Widely promote the achievements, directions and functions of the PAG.	Media and marketing portfolio leader	2019 - 22

2.1.4 Raise the profile of PAG branding associated with PAG-sponsored initiatives and activities.	PAG Committee Graphic artist CRC	2019 - 20
2.1.5 Increase PAG's online presence through professional online presentation of PAGES's goals and initiatives. .	Webmaster and Social Media Portfolio Position	By 2022.

Objective 2.2 PAG will partner with relevant stakeholders and play a leadership role facilitating the development of infrastructure and marketing initiatives that put Pemberton on the map as a vibrant Arts community.

KPIs/Targets:

Positive community feedback

Increased visitation numbers

Website visitation data

Strategies	Stakeholders	Timeframe
2.2.1 Build cooperative and effective working relationships with other art producers and outlets to facilitate synergies in promoting the Pemberton Arts Precinct.	Shire of Manjimup Southern Forest Arts Regional & local galleries Local Groups	Ongoing
2.2.2 Develop with other stakeholders the opportunities for infrastructure that will enhance the visitor's appreciation of the Pemberton Arts precinct.	Shire of Manjimup Country Arts Legacy Grant PVC, CRC	2019 – 22 pending grant allocation
2.2.3 Develop relationships with state-wide agencies involved in promoting tourism and regional development.	Tourism WA SWDC Visitor Centres Network Country Arts WA Artsource	2019 - 2022

2.2.4 Jointly develop with other stakeholders promotional materials featuring the Pemberton Artscape and other local Arts highlights.	Shire of Manjimup CRC PVC SWDC	2019 - 2022
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2.2.5 Develop effective relationships with print, electronic and social media focused on Arts and Tourism development.	The West Australian features writers The Sunday Times Magazine Artists Chronicle TripAdvisor RAC Mag MB Times	Ongoing
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Objective 2.3 PAG will empower local community engagement in Art.

KPIs/Targets:

Increased attendance at exhibitions and events.

Increase in newcomers participating in hands-on art events.

Increase in membership applications.

Strategies	Stakeholders	Timeframe
2.3.1 Coordinate regular PAG events and exhibitions to attract community audience engagement in visual art experiences.	PAG committee Community groups PVC, CRC	Ongoing
2.3.2 Contribute Arts content to community events e.g. Unearthed Pemberton Festival.	PCCI, CRC, PVC Shire of Manjimup	Annual
2.3.3 Disseminate information about Art opportunities through community networks.	PC News, CRC MB Times Web master	Ongoing
2.3.4 Contribute 'hands-on' Arts participation experiences to community events e.g. Building with Vines workshop.	Facilitator Venue provider PAG	2019 - 2022
2.3.5 Work with young people providing Art experiences in local schools.	Youth Artist Schools	ongoing

2.3.6 Sponsor events that encourage Art participation in local communities, e.g. Youth Sculpture Competition.

Students
Shire – Schools
Sponsors

Ongoing

Goal 3: PAG will be recognised as a viable and credible professional organisation functioning in an effective and sustainable manner.

Objective 3.1 PAG will adopt a strategic approach in planning its future directions and activities.

KPIs/Targets:

Completion of Strategic Plan 2017-2020.

Annual evaluation and review completed.

Strategies	Stakeholders	Timeframe
3.1.1 Conduct an annual evaluation of PAG's progress toward achieving agreed Objectives in the Strategic Plan.	PAG committee	Annually
3.1.2 Review and amend Strategic Plan regularly in response to most effective Strategies and changing environments.	PAG committee	Annually, AGM

Objective 3.2 PAG will maintain sound management and administrative processes that are consistent with best practice and compliant with legislative requirements.

KPIs/Targets:

Acknowledgment of compliance with state legislation (Dept of Commerce)

Strategies	Stakeholders	Timeframe
3.2.1 Maintain established effective management and administrative practices.	Executive committee	Ongoing
3.2.2 Regularly review processes to ensure continuous improvement and compliance with best practice.	Executive committee	Ongoing

Objective 3.3 PAG will maintain a robust financial status through sound financial management practices.

KPIs/Targets:

Increase CFA annually by 10%.

Strategies	Stakeholders	Timeframe
3.3.1 Maintain PAG's effective financial management processes and adopt new processes/practices where they will contribute to improvement.	PAG Treasurer and executive committee	Ongoing
3.3.2 Ensure compliance with government regulations and best practice.	PAG committee Dept of Commerce	2019 & ongoing
3.3.3 Engage in entrepreneurial activities and apply for grants to raise funds for the organisation.	PAG Treasurer, Chair Shire of Manjimup Funding bodies PVC, CRC	Annual

Objective 3.4 PAG will empower and support members volunteering their services and ensure more equitable sharing of responsibilities and workload.

KPIs/Targets:

Members will have clearly defined roles and responsibilities.

PAG's skills and knowledge base will have expanded through training/upskilling opportunities.

Members will be more willing to volunteer.

Workload will be shared more equitably distributed between a greater number of volunteers.

Office bearers will be experiencing less volunteer burn-out.

Strategies	Stakeholders	Timeframe
3.4.1 Review and define the roles and responsibilities involved in effectively managing the organisation and delegate tasks to ensure fairer load-sharing.	PAG executive committee	2019 and ongoing.
3.4.2. Implement a policy of work partnerships in key roles to improve skills and knowledge transfer.	PAG executive committee & members at AGM.	AGM
3.4.3 Encourage more active participation from the general membership.	PAG executive committee & members	Ongoing
3.4.4 Sponsor professional development training to upskill PAG committee members.	PAG Committee CRC, Grant funds, PD Providers	2019 - 2022
3.4.5 Harness outside expertise via existing professional services and hired consultants.	Shire of Manjimup Country Arts WA Artsource Regional Galleries	2019 - 2022

Objective 3.5 PAG will have clearly identifiable branding and a well-respected public image.

KPIs/Targets:

Completion of new logo and corporate branding package.

Evidence of brand recognition in public arena.

Strategies	Stakeholders	Timeframe
3.5.1 Develop a recognisable corporate image and branding.	Graphic Artist PAG committee	2019
3.5.2 Upgrade PAG's website and social media to reflect new corporate image.	Web master PAG committee	2019 - 2022
3.5.3 Expand PAG's media presence in print and electronic media.	PAG committee Web & graphic master	2019 - 2022

Objective 3.6 PAG will establish a permanent venue as a home base for the organisation's activities.

KPIs/Targets:

Increase CFA annually by 10%.

Progress on sourcing partners for co-location.

Progress on identifying suitable venue.

Strategies	Stakeholders	Timeframe
3.6.1 Continue to build networks with potential stakeholders for co-location.	Shire of Manjimup PVC, CRC, PAG, PCCI	Ongoing
3.6.2 Maintain rigorous investigation of all options while stakeholder decisions for co-location are pending.	PAG committee Shire of Manjimup Local Groups	Ongoing
3.6.3 Continue to build funds in Capital Funds Account for the purposes of establishing PAG's permanent home base.	PAG committee Sponsors	2019 -Ongoing