



## STRATEGIC PLAN 2015 – 2018

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### **Purpose of this document**

This plan provides statements on the principles, values and influences on the strategic direction for Creative Arts Napier for the years 2015 - 2018.

### **Our Mission**

To enhance the creative spirit of Napier by providing accessible and affordable arts opportunities

### **Principles**

The Arts are a powerful medium for portraying a community's stories, values and history. Creative exhibitions and events bring a community together, enhancing cultural awareness, education and appreciation of the Arts.

Increased participation in diverse Arts opportunities adds to a community's vibrancy and dynamism.

Creative Arts Napier is guided by the belief that the arts are important and necessary in meeting a community's cultural well-being and (like any essential service) should be available to all citizens.

### **Key Values**

All Creative Arts Napier activities will be undertaken with due consideration to:

- Accessibility, Engagement and Excellence
  - Integration, Partnership and Diversity
  - Uniqueness, and Community pride.
- Creative Arts Napier will encourage the appointment of appropriately skilled, professional and accountable Board Members as specified in its constitution.

### **Who we are...**

Creative Arts Napier is the Community Arts Council for Napier and its governance is managed through an elected Board that:

- Encourage participation by all sections of the community in the Arts and other cultural and educational activities
- Promote and support all creative Arts in the community through awareness and learning
- Advocate the Arts in the community.

### **What we do...**

Creative Arts Napier supports and promotes the arts in Napier and artists from Napier. It encourages artists through exhibitions, festivals and events, especially for emerging and younger artists. Creative Arts Napier is a membership organisation that issues a CAN E-News on-line and hosts Arts forums. It also provides online contact information via a web page for the Arts in Napier.

### **Where we do it...**

16 Byron Street, Napier

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Phone: 06 835 9448 Fax: 06 835 3492

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## **What influences us?**

- Our service agreement with Napier City Council
- The limits of funding that we have to work within to be financially sustainable
- Our location in the Arts and Cultural precinct of Napier
- Access to diverse, high quality arts opportunities and the need to be promote them widely to maximize engagement of the community at all levels.
- Hawke's Bay and Napier have a growing and vibrant arts community.

## **What we plan to do and why...**

Creative Arts Napier Board has a funded Service Agreement with the Napier City Council to engage the community in the arts and art events. Community arts are defined in the Napier City Arts policy as:

*"Projects undertaken within a local community that may represent either a specific geographical area or be defined as communities of interest, and that allow for access and participation by the wider community. Community arts include recreational arts. Often community art is based in areas with a community-oriented, grassroots approach. Members of a local community will come together to celebrate their unique identity through artistic expression through visual arts or performance. These communal artistic processes act as a catalyst to trigger events or social changes within a community such as creating a sense of belonging, connecting communities or enhancing community pride. Community art is often seen as the work of a community arts centre."*

The strategic goals and the objectives to achieve them will be reflected in the three year service agreement with Napier City Council.

The principle behind the agreement is reflected in the current lease agreement for the CAN and the MOU between CAN and the Napier City Council in that:

The Council wishes to facilitate the use of the Building as a community arts centre that is available for the use of the community, and is willing to provide the Building at a rental that will enable its use for that non-profit making purpose.

The Lessee wishes to establish a community arts centre that is available for the use of the community, but needs a building in which to locate which is both suitable for that purpose and is available at a rental that will make its use as such viable.

To this end, Creative Arts Napier will organise and facilitate public arts opportunities and performing arts events for the Napier community and will work with others to develop awareness of the Arts in order to:

***Enhance the creative spirit of Napier by providing accessible and affordable arts opportunities.***

## **Monitoring and Reviewing the Strategic Plan**

This process will be undertaken through the provision of regular progress reports to the Board on the achievement of the objectives set in the Annual Plan to meet performance targets, and an annual review of the broad directions (goals and strategies) established in the Strategic Plan.