

## 2016 – 2019 STRATEGIC PLAN

The Blue Oyster Art Project Space turned 15 in 2014, a significant milestone for an experimental contemporary art space. Since our first Strategic Plan (2012 – 15) we have secured a new location in Dowling Street and updated our website which now includes an online exhibition archive of the first 15 years.

2016 – 2019 Strategic Plan developed by the 2015 Blue Oyster Arts Trustees with advice from Jan Hudson and support from a Te Paerangi National Services Helping Hands Grant.

### Vision

To be a leader in experimental art in New Zealand.

### Mission

To incubate experimental and contemporary art opportunities for art practitioners and our communities.

### Guiding Principles

The Trust will:

1. Support a programme of the best contemporary and experimental art.
2. Support diversity in art practice to allow the sector to remain dynamic and critically-aware.
3. Acknowledge and use the Treaty of Waitangi / Te Tiriti o Waitangi as a guiding document.
4. Value and collaborate with stakeholders, locally and nationally.
5. Attract talent to the region, while also developing talent locally.

## GOALS AND STRATEGIES

### Goal 1: Talent Incubator

Act as a talent incubator for artists, writers and curators so they can take the next step in their development.

- Providing local artists and audiences with the best programme we can offer.
- Providing and promoting professional opportunities for artists, writers, curators as well as volunteers, trustees and staff in the form of networking and core programme activities: exhibitions, residencies, workshops and publications.
- Build strong relationships with stakeholders (including the University of Otago, Otago Polytechnic, and local arts organisations such as the Fringe Festival Trust).

### Goal 2: Connection

To provide opportunities for the arts community to engage and collaborate with the gallery and programme.

- Profiling artists and promoting engagement with the exhibition programme, through associated events and the annual proposal system.
- Providing peer mentorship, assistance and advice for the artistic community. Encourage and develop critical dialogue between local as well as visiting artists and our community.
- Be a vital and accessible hub within the community for emerging and experimental art projects.

### Goal 3: Governance and Operations

Ensure an effective, innovative and sustainable organisation that sets a standard of best practice for its peers and strives for constant improvement.

- Build financial sustainability through diverse income streams including fundraising and securing adequate funding for core operations.
- Regularly review operations and systems, archives, technology, resource sharing and administrative excellence.
- Grow the Blue Oyster brand through programming, promotion, management and administration.
- Cultivate a diverse network of supporters to assist with project realisation.