



COUNTRY ARTS SA  
STRATEGIC PLAN  
2016 - 2020







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# THE ART OF INSPIRING COMMUNITIES

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At Country Arts SA we believe access to the arts is a universal right and that all regional South Australians deserve a life rich in arts and culture.

Country Arts SA is a dynamic arts organisation bringing the arts to life in regional South Australia. Regional artists, communities and partners inspire us to create opportunities for artists at every level to flourish and produce great art and provide regional South Australians the best possible arts experiences.

The arts have the power to transform lives and are a catalyst for tourism, employment and economic development contributing to resilient and prosperous regional communities.

We support artists to develop their practice and make art.

We produce great art that shares the stories of regional South Australia.

We present shows and workshops for people of all ages at our arts centres and community owned venues in other centres.

We work with galleries across the State to curate visual arts exhibitions and residency projects as well as showcasing work of regional artists to state, national and international audiences.

We provide grants and professional advice to regionally based artists and communities enabling them to realise their arts and cultural aspirations.



We believe the arts have the power to transform lives and communities.

Our vision is for a culturally inspired state leading the nation in regional arts.

Our mission is to create great arts experiences with regional communities.

We recognise we are living and creating on Aboriginal Lands, and we are committed to working together to honour their living cultures.

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# OUR VALUES

# OUR PEOPLE



## **Respect**

We acknowledge and embrace diversity and act with integrity, transparency and generosity of spirit.



## **Creativity**

We encourage creative thinking which stimulates innovation, leadership and the exploration of art.



## **Curiosity**

We seek new ideas, divergent interests and different points of view to ensure we are continuously improving.



## **Accessibility**

We ensure our programs are transparent, flexible, collaborative and inclusive so everyone can enjoy, participate and benefit from the arts.

We have a highly skilled, passionate and committed workforce, over 60% of which live and work in regional South Australia. We support them to be curious about art, be creative in their approach and respectful of all the relationships they build. We value a positive organisational culture that inspires our staff and we understand that their wellbeing and professional growth is paramount to their individual and our organisation's success.

It is the combined strength of our staff, Board, partners and programs that enable us to be regarded as a national leader in regional arts. We are all committed to making the highest quality arts experiences with regional and remote South Australians.

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# OUR GOALS



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## OUR GOALS

# Place artists and art making at the core of our business

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Entrench the employment of artists and artworkers in all our work

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Produce & present new work

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Enable regional artists to raise their profile

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Ensure regional artists are integral in our decision making

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Make more art in our spaces

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At Country Arts SA supporting artists and making art is fundamental.

We will re-shape the way we support artists by working with them to provide both flexible and structured opportunities to build their practice and to make new work via residencies, sector development programs, and by contributing to national and international exchanges and forums.

We will be more active in making art by commissioning and producing new work with artists in regional South Australia. We want to uncover new stories of the lives of regional South Australians that resonate widely and which are shaped by the landscape and communities they live and work in.

We will share these new experiences regionally across the state and with national and international audiences.

We will ensure artists are at the table when we make decisions, that art is being made in and for our spaces and that we cultivate employment opportunities for regional artists and arts workers.

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## OUR GOALS

# Increase the value of arts experiences to the community

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Develop leadership in understanding, measuring and communicating the value of the arts

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Increase average audiences/ participants per activity

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Embed digital engagement, communication & presentation across all programs

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At Country Arts SA we understand the value of the arts. We want everyone to experience the joy and see the benefits the arts brings to communities and individuals.

We will tailor and diversify our arts offerings so more people can take part in all forms of art making. And we will be curious about trialling and embedding new technologies into our work that make it easier to share opportunities and experiences.

We will better equip ourselves with the knowledge and tools to maximise the outcomes from the arts experiences we offer, so that we can tell stories that encourage people and communities to get more out of life through the arts.

We will share the knowledge and tools gained to empower communities to better access artistic and financial resources so they can maximise arts experiences in their own communities.

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## OUR GOALS

# Transform arts centres into creative hubs for contemporary communities

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Develop our arts centres as a resource for communities across the region

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Increase innovative utilisation of Country Arts SA spaces

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Seek new opportunities to upgrade and refresh our arts centres, infrastructure and technologies

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At Country Arts SA we operate a number of arts spaces and we present, produce and enable arts experiences in countless other locations across regional South Australia.

We will make our arts centres places that resonate with their communities by showcasing great local artists and companies, by sourcing great art from elsewhere for locals to enjoy and by ensuring the aspirations of all members of the community are reflected in the activities being offered.

We will attract the investment required to bring these centres into the 21st century by keeping abreast of and utilising new technologies in order to find new ways of making and presenting arts experiences. We will work with partners who understand and appreciate the value art and the art centres bring to regional communities so that regional audiences and individuals benefit from contemporary industry practice.

We understand that not all communities are able to enjoy the benefits of our arts centres and so we will ensure that they expand their reach to communities across regional South Australia by connecting with other arts spaces to offer arts experiences, sector support and industry knowledge.



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## OUR GOALS

# Embed best practice throughout the organisation

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Nurture an inspiring, creative and safe work environment which sustains staff wellbeing

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Ensure respect and access are fundamental to all our practices

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Continuously improve internal systems and procedures

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Grow business development

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At Country Arts SA we recognise that we are measured by the expertise and approach offered by our staff.

We will create a great organisational culture that supports our staff to be curious and creative, which recognises strengths to be nurtured and provides opportunities for skills development and training and which empowers them to be active in decision making by ensuring that our practices are transparent and inclusive.

We will embed regional voices across all our conversations to ensure our programs are effective and appropriate.

We will support wellbeing by ensuring all staff work in safe places and undertake safe work practises. We will recognise that their sustained development and engagement within the organisation contributes to good mental health.

We will offer cultural sharing experiences to all staff to ensure they are knowledgeable about Australia's First Nations peoples. We are exploring how we make our programs, communications and spaces more accessible to a diverse range of people. We provide opportunities to put that knowledge into practice.

We will review all our systems and processes to reduce red tape and maximise time to making art and supporting artists. We are increasingly digitising our processes so they take less time and reduce our carbon footprint.

We acknowledge our organisation is able to deliver the wide range of arts opportunities because we nurture partnerships with all levels of government, with large and small state-wide and regional businesses, by developing programs and services that are relevant to the arts industry, and by building strong honest relationships with individuals who know the importance of art and culture and wish to see it shared with many more people.



## THE ARTWORK

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Olivia White, *Community, Respect, Curiosity, Creativity, Accessibility, Collaboration, Artists and Arts-making*, oil on hand cut mounted oil paper, 82 x102 cm, 2017

Photography by Grant Hancock.  
Commissioned by Country Arts SA.

### About the artist

Olivia White is a young emerging artist from Whyalla. She graduated from the University of South Australia with a Bachelor of Visual Communication in 2012. Since completing her studies she has continued to develop her practice and encourage the arts in her community.

### Artist's Statement

In this work I aimed to bring the components of the new Country Arts SA Strategic Plan together in an interconnected way. The work harnesses my cut paper shapes inspired by local topography, which I refer to as the fragments.

For this piece the fragments were drawn from topography across regional South Australia from the Nullarbor to the Lakes of Mount Gambier, with the names of each place concealed on the reverse of the fragments. Each fragment is hand cut and individually painted to symbolize one of the different components of the Strategic Plan.

The fragments contain related symbols representing the components of the plan: community, respect, curiosity, creativity, accessibility, collaboration, artists and arts-making. These are composed to form a circular shape with the fragments representing artists placed at the centre. The other components are interconnected and supporting artists at the centre, with artsmaking emerging throughout.



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