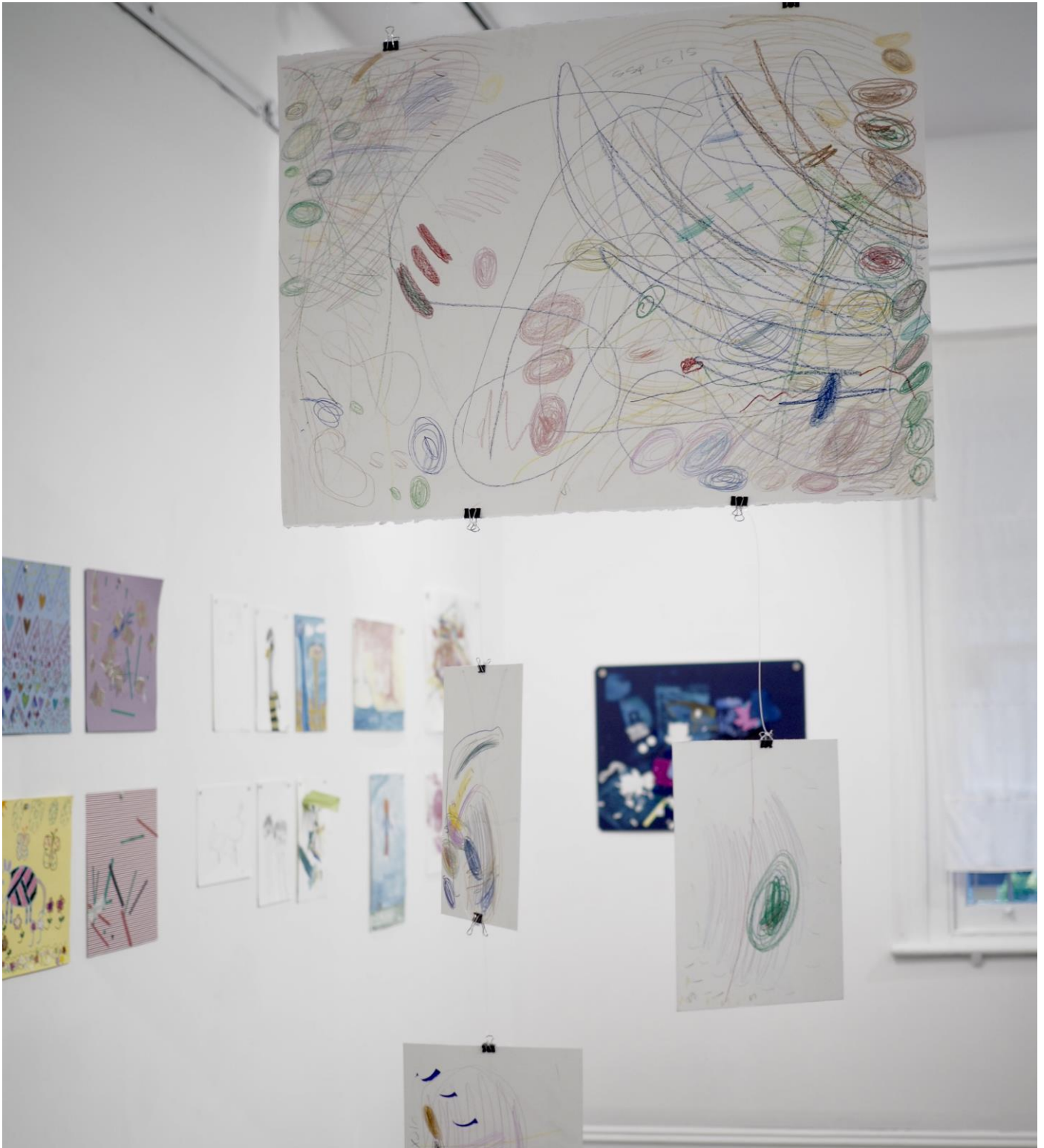# Strategic Plan 2023 – 2026

Victoria Park Centre for the Arts

Pictured: 'Paper Royale' Exhibition by artists from VPCA's Create Connect program, August 2023

Victoria Park Centre for the Arts

KENT STREET GALLERY

Vision: To connect creatives and community.
Purpose: We are a space for creatives and community to come together to participate in artistic and cultural experiences.

The Victoria Park Centre for the Arts facilitates and nurtures creative and cultural growth. We are a meeting place for artists and those interested in the arts, we showcase the work of local creatives and we advocate for the arts.

We work in partnership with the Town of Victoria Park and the Department of Communities to positively contribute to the cultural development of the community.

VPCA provides:

- Exhibition and gallery space
- Workshop programmes
- Community outreach projects and cultural awareness events
- Community meeting space and venue hire
- Promotion of local arts and crafts and gift shop
- Community support, advocacy and learning
- Association membership and services
- Artist support and development
- Events and arts-based community activities
- Centrelink registered volunteer organization

Pictured: Palestinian Cultural Sharing Dinner in October 2023 hosted by Nisreen and Enas, part of Empowering Communities in partnership with Victoria Park Community Centre

Strategy	Activity	Deliverables and Measures
Creativity and connection	• Deliver quality core services to members and the community • Delivery of services to diverse groups • Maximise the utilisation of infrastructure assets	• Business plan measures have been successfully reported • Meet inclusion and diversity targets • Maximise utilisation of gallery and 10 Kent St
Revitalisation	• Increase profile and engagement with members, stakeholders and community • New initiatives facilitated by changes in technology	• Develop strategy to build attendance at exhibitions • Review marketing strategies • Digital technology plan
Sustainability	• Create a robust governance framework • Effectively manage risk • Invest in capacity building for Board and members • Embed a sustainable business model • Core business is managed well	• Complete a review of the rules of association • Update operational policies (Inclusion and Diversity, Social Media, Communications and Publications accessibility, cyber-security) • Conduct a review of physical IT and cyber-security systems • Board members have competencies in governance, financial literacy, risk, strategic planning and monitoring performance • Training for members in governance • Maintain 30% or above centre generated funding • Retain funding from ToVP and DoC • Maintain an FTE >2.5 • Oversight of operational performance

Our Principles

We encourage creativity and innovation and support the development of our Community.

We value teamwork and collaboration.

We will be guided by principles of social justice, access and equity including:

- Respect for people's rights and choices
- Fairness
- Trust
- Community development
- Self-help
- Human rights and non-discrimination