

MAIRANGI ARTS CENTRE TRUST STRATEGIC PLAN 2020

OUR VISION

To nurture the continuous discovery of diverse and innovative art experiences.

OUR MISSION

Engaging and Empowering our diverse communities through the arts.



OUR STRATEGIC PRIORITIES

EDUCATING

- Strive to sustain excellent standard of teaching.
- Offer sustainable, continuous development for staff, tutors, and other stakeholders.
- Develop accessible and equitable class models.
- Offer support for careers in the arts.

VALUING MAC PEOPLE

- Provide a range of professional development opportunities.
- Strive to become an employer of choice.
- Proactively address Health and Safety concerns.

ENGAGING COMMUNITY

- Increase number of community participants engaged with MAC outside of paid classes.
- Provide accessible engagement with diverse communities.
- Continue and deepen engagement with mana whenua.
- Embed cultural safety within MAC's activities.
- Continue and deepen engagement with community organisations and institutions.

OPTIMISING MAC'S DIGITAL STRATEGY

- Sustain a dynamic online presence.
- Provide a functional, user friendly website.

ENSURING MAC'S FINANCIAL STABILITY

- Develop new models of patronage
- Build sponsorship relationships
- Diversify funding streams.
- Develop a strong interface with local government.

EXPANDING OUR CONTRIBUTIONS TO THE ARTS IN AOTEAROA NZ

- Curate exhibitions and programmes that advance artistic discourse.
- Build relationships with established practitioners.
- Support emerging artists.