

REGIONAL GALLERIES ASSOCIATION OF SOUTH AUSTRALIA

STRATEGIC PRIORITIES 2017-19

Galleries in regional South Australia are much more than places where you find pictures on walls. They are community hubs where people connect, volunteers thrive and innovation is encouraged.

The Regional Galleries Association of South Australia is the peak body for not-for-profit galleries in regional South Australia.

As a united voice **our mission** is to advance and protect the interests of regional galleries within regional communities.

We do this with great enthusiasm through visibility, advocating for the role galleries play in healthy communities, professional development for members and enticing collaborators with mutual interests to join us.

We aim to have a vibrant network of regional galleries enriching local communities, artists and the arts across regional South Australia. Our activities and outcomes will help us achieve this.

ONE // MAINTAIN & GROW MEMBERSHIP

WHY: to maintain financial stability, to increase the skills base across regional South Australia and to increase the visibility and impact of our work.

STRATEGIC PRIORITY	OUTCOMES	2017/18 OUTCOMES	2018/19 OUTCOMES	2019/20 OUTCOMES	STAFFING
<p>Build and maintain a cohesive collaborative network of regional galleries and build support for members</p> <p>Consider the potential benefits of broadening the membership base through Associate Memberships to include metropolitan public & community galleries</p>	<p>Builds capacity;</p> <p>Builds sustainability;</p> <p>Increases current member satisfaction;</p> <p>Increases membership</p>	<p>Clearly defined membership benefits & categories;</p> <p>Reviewed fee structure;</p> <p>Update news, reports & events listings on RGASA website;</p> <p>Distribute eNewsletter;</p> <p>Distribute relevant information through Member distribution list</p> <p>Attain 90% membership of not-for-profit regional galleries</p> <p>Invite new Associates based on State Forum registrations – grow associate memberships by 50% (currently 7)</p>	<p>Review membership benefits & categories;</p> <p>Review fee structure;</p>	<p>Survey current membership to determine relevancy, use of benefits</p>	<p>Current Membership Executive Project Officer</p>

TWO // PROFESSIONAL DEVELOPMENT & NETWORKING OPPORTUNITIES

WHY: to increase the capacity of members to deliver high quality, valued outcomes in their communities

STRATEGIC PRIORITY	OUTCOMES	2017/18 OUTCOMES	2018/19 OUTCOMES	2019/20 OUTCOMES	STAFFING
Targeted training opportunities for members	Promotes best practice;	Skills priority survey of members	Deliver at least 4 professional development opportunities including "Geek Sessions";	Deliver at least 4 professional development opportunities including "Geek Sessions";	Executive Project Officer Current Membership
Targeted networking opportunities for members & key stakeholders	Increases capacity in sector to deliver quality outcomes	Professional Development/Training Plan 2017 – 2019 for members prepared and promoted to members and other stakeholders	Deliver State Forum	Deliver State Forums	
Facilitate new professional networks for the benefit of members	Increases capacity of members to advocate within their communities	New training partners sourced;	Deliver Regional Road Trip		
Develop relationships with broader public gallery sector					
Consolidate available research and administrative resources available online to RGASA website via links for sharing		Deliver at least 4 professional development opportunities including "Geek Sessions";			
Identify new funding sources for training delivery		Deliver State Forum			

THREE // ADVOCACY, PROMOTION & MARKETING

WHY: to enable us to function as a highly visible and influential sector and an attractive partner in both the visual arts sector and more broadly as a significant partner in recreation, wellbeing, tourism and economic development within members' communities.

STRATEGIC PRIORITY	OUTCOMES	2017/18 OUTCOMES	2018/19 OUTCOMES	2019/20 OUTCOMES	STAFFING
<p>Advocacy/Engagement Plan developed</p> <p>Advocacy Resources improved and shared</p> <p>Effective, clear and accessible distribution of information to members & stakeholders</p> <p>RGASA represented at public forums and other gatherings</p> <p>Website is relevant, current and useful</p>	<p>SA regional galleries, their programs & successes and contribution to communities are recognised, attracting new audiences, supporters & partners</p> <p>Quality programming in the regional gallery sector;</p> <p>Increased membership</p>	<p>Defined communication / engagement strategy;</p> <p>RGASA branded advocacy material including key messages for public display & / or presentation;</p> <p>Partners/Members of relevant peak organisations – NAVA, AIC, MGA, MG(SA);</p> <p>Representation and presentation at forums & conferences;</p> <p>RGASA website updated;</p> <p>Maintain strong RGASA social media presence;</p>	<p>Deliver communication / engagement strategy;</p> <p>Review communication strategy;</p> <p>Review RGASA branded advocacy material for public display & / or presentation</p>	<p>Deliver communication / engagement strategy;</p> <p>Develop 2020 - 2022 communication / engagement strategy;</p>	<p>Executive Project Officer</p>

FOUR // PARTNERSHIP ENGAGEMENT STRATEGY

WHY: To support the activities of member galleries and share resources with organisations that share common goals

STRATEGIC PRIORITY	OUTCOMES	2017/18 OUTCOMES	2018/19 OUTCOMES	2019/20 OUTCOMES	STAFFING
<p>Work with RGASA members to identify strategic partnerships at a state & regional level</p> <p>Support members to identify & negotiate strategic partners at a local level</p> <p>Develop an engagement plan to approach & develop collaborative relationships with potential funding partners & other key individuals and organisations</p>	<p>Supporting ongoing activities of RGA members;</p> <p>Shared resourcing, common goals;</p> <p>Builds capacity;</p> <p>Builds sustainability;</p>	<p>Defined communication / engagement strategy;</p> <p>Successful meetings with potential partners;</p> <p>Continue to build on associate membership numbers with new partners;</p> <p>Deliver Robyn Stacey exhibition in conjunction with AGSA & CASA;</p>	<p>Review communication / engagement strategy;</p>		<p>Executive Project Officer Current Membership</p>

FIVE // EXHIBITION & PUBLIC PROGRAMMING

WHY: to maintain an active facilitation role in the development of vibrant, challenging and relevant programming opportunities for member galleries and to provide a conduit between curators, artists and regional galleries

STRATEGIC PRIORITY	OUTCOMES	2017/18 OUTCOMES	2018/19 OUTCOMES	2019/20 OUTCOMES	STAFFING
<p>Collaborate with Country Arts SA & the Art Gallery of South Australia for exhibition content &/or public programming</p> <p>Collaborate with other partners to facilitate touring exhibitions and other programming</p> <p>Research current regional gallery programs & collections for touring opportunities and support member galleries to develop touring exhibitions</p> <p>Facilitate and encourage exchanges between member galleries and with metropolitan galleries</p>	<p>Supports quality content in regional galleries;</p> <p>New audiences;</p> <p>Builds capacity;</p> <p>Builds sustainability;</p>	<p>Deliver Robyn Stacey exhibition & public programming in partnership with Art Gallery of SA & Country Arts SA</p> <p>Support touring exhibitions and residency grant applications and collaborations with other arts organisations</p>	<p>Collaborate on at least one new touring exhibition</p> <p>Partner with at least one member gallery to develop touring exhibition</p>	<p>Collaborate on at least one new touring exhibition</p> <p>Partner with at least one member gallery to develop touring exhibition</p>	<p>Executive Project Officer Current Membership</p>

SIX // GOOD GOVERNANCE

STRATEGIC PRIORITY	OUTCOMES	2017/18 OUTCOMES	2018/19 OUTCOMES	2019/20 OUTCOMES	STAFFING
<p>Maintain a strong, vibrant and accountable association which fulfils responsibilities to members, funding agencies & key stakeholders</p> <p>Ensure programs, services & advocacy are relevant to regional gallery sector and key stakeholders</p> <p>Hold at least 4 gatherings of members per year including at least one in a regional area</p>		<p>Successfully apply for DGR Status</p> <p>Skills audit – identify gaps;</p> <p>Succession planning</p> <p>4 gatherings held which include regular Geek Sessions and monitoring of Engagement Strategy</p> <p>Annual report uploaded to website for accessibility to potential partners</p>	4 gatherings held	<p>4 gatherings held</p> <p>Strategic Priority Planning 2020-2023</p>	