

STRATEGIC PLAN 2015 — 2019

BELCONNEN ARTS CENTRE INCORPORATED



BELCONNEN ARTS CENTRE

Our Thinking

How do we fuel a love of and engagement with the arts? How will our work produce great art of real benefit?

How do we sustainably deliver exciting and new creative projects that reflect, reach out, respond to and engage with more and more people?

As operators of our region's single most important community cultural investment how do we develop the arts centre so that it meets and exceeds the expectations of a rapidly growing and increasingly diverse community?

We need to remain relevant, resourced and ready...

Relevant

What is Belconnen Arts Centre doing to ensure it is relevant?

Belconnen Arts Centre is using best practice community arts and cultural development processes to effectively connect with individuals and their communities. We use research to design, develop and deliver our creative programs. Our programs provide opportunities for individual, shared and cultural expression, with a focus on the stories that shape our local identity.

Resourced

How does Belconnen Arts Centre find and build resources?

Belconnen Arts Centre highly values its greatest resource, the people that it works for and with. Well-founded relationships with an engaged community attract the people and maintain and the long-term partnerships we need. It is through this collaboration we have an increased capacity to entice, bid for and generate additional operational and entrepreneurial born resources.

Ready

How does Belconnen Arts Centre make sure its ready for growth and new opportunities?

Belconnen Arts Centre's structure, skills set and facilities support and reflect the needs and future aspirations of the creative sector and broader community. We undertake systematic research, identifying community needs and emergent opportunities, and will continue to grow a responsive and flexible facility and program for the people of North West ACT and beyond.



**"The Dance with Parkinson's classes are a great social outlet, I'm included in a community and my mobility and balance has improved."
Dance with Parkinson's class participant**

The Board's perspective

The Belconnen Arts Centre's vision centres around four key concepts:

- Fostering cultural expression and community inclusion;
- Developing and promoting visual, creative, performing and emerging arts;
- Promoting health and wellbeing through arts activities; and
- Building and nurturing creative, business and community partnerships

We are a relatively new entity located in a lively community, situated among highly regarded local and national establishments including schools, universities, museums, art galleries and cultural institutions. The potential to build deep and productive relationships for cultural and artistic purposes is extensive and exciting.

In its six years, Belconnen Arts Centre has become a vibrant focus for arts development and community engagement in north-west Canberra. Our program is innovative and ambitious, resonating across the breadth of social, cultural and political life. We seek to nurture community and cultural diversity and to explore voices, stories and ideas in unique and artistic ways.

About Us

Located on the edge of Lake Ginninderra in Belconnen Town Centre, Belconnen Arts Centre Incorporated was established by the ACT Government in 2009 as an autonomous Key Arts Organisation and Arts Hub with a focus on arts, cultural and community activity in North West Canberra.

Our operations are underpinned by ACT Government funding to assist in delivering the objectives of the ACT Arts Policy Framework and artsACT Community Cultural Inclusion Program. We receive funding for project grants and income from workshops, hire and rental, and from our partners and sponsorship arrangements.

We apply our resources to:

- The Community Cultural Inclusion Program;
- developing and showcasing visual, creative, performing and emerging arts;
- community activities and events; and
- classes and workshops

Our dedicated, enthusiastic and professional staff plan, run and manage the Centre's activities. They have extensive experience in arts management, cultural engagement and professional arts practice. A significant and growing volunteer base regularly support activities and contribute to the Centre's friendly, welcoming atmosphere.

The Board meets regularly to set, define and monitor Belconnen Arts Centre's strategic direction. Its members have extensive experience and professional skills including cultural development, governance, community engagement, professional arts practice, business, finance and human resources.



"The IGNITE: Alternative Arts Academy has helped me develop my confidence as an artist, I'm now part of exhibitions around Canberra."
Paul Dumetz, artist

A Dynamic Belconnen

Canberra's population is projected to reach 400,000 by 2017 and 500,000 by 2033, with most of this occurring in our region. Beyond the ACT, housing and development is planned along the NSW side of the Murrumbidgee and through the Yass valley.

Belconnen Town Centre is experiencing urban renewal including new residential towers. The University of Canberra grew by 78% since 2007 from 7,300 students to 13,000 in 2014. New regulatory approval plans anticipate \$1 billion in development, including 3,300 new student residential dwellings.

ABS Indicators of cultural diversity for the region include 1.33% or 2,503 of the population of 188,464 who identify as indigenous, 26% or 49,436 were born overseas and 21% or 40,103 speak a language at home other than English.

BAC monitors the changing population, business and community dynamics of the Belconnen and North West regions and strives to develop programs and initiatives that meet the cultural needs of a changing population and town centre.



"We are excited by the plans to expand the Belconnen Arts Centre to provide the North Canberra region with a cultural and artistic hub for the community"
Sam Faulks, Ray White Belconnen

Our Purpose

To fuel a love of and engagement with the arts

Our Vision

To be an outstanding centre of arts and cultural activity in the ACT and beyond

Our Key Goals

To be acclaimed as a leader in community arts and cultural development

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To be an inclusive, progressive and vibrant arts and cultural centre

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To empower Belconnen's creative ambitions through first class facilities in its Town Centre

Our Key Strategies

Reflect community diversity and inspire all members of the community to participate and be involved in BAC activities

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Undertake research to drive the creation, targeting and promotion of effective and stimulating creative programs

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Develop sustainable resources to build creative programs which foster all forms of artistic and cultural engagement and nurture professional endeavour

Our Values and Behaviours

We prize creativity, seize opportunity and are entrepreneurial

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We reflect on what we do, lead with facts and promote cultural, creative and inclusive values

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We value respect, teamwork, decisive action and professional development

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We are ethical, act with honesty and integrity and are well governed



"Now we are BAC's resident music company, this delivers dramatically more music opportunities to our region. A great partnership."
Michael Sollis, Musica Viva and The Griffyn Ensemble

Recent projects include:

- A range of new innovative cultural inclusion programs for personal and community development;
- Engagement with the Belconnen Town Centre Master Plan process;
- Advocacy of urban design and environmental initiatives to enhance the Centre's position as the cultural hub of Belconnen;
- An extensive program with the University of Canberra's Faculty of Arts & Design, and Centre for Creative and Cultural Research to create new opportunities for research, projects and ground breaking collaborations; and
- Completion of preliminary sketch plans, cost estimates and a Development Approval for an exciting Stage 2 development which includes new studios, workshops and a multi-purpose live performance auditorium – a 21st century town hall for Belconnen.

We have strong partnerships with the Belconnen Community Council, Belconnen Community Service, University of Canberra, Strathnairn Arts Association, Tuggeranong Arts Centre, and Ray White Belconnen. These partnerships promote the arts, foster cultural and community expression and enhance the quality of life in Belconnen. We continually explore community and business partnership opportunities which will complement these existing arrangements.

Belconnen Arts Centre is accountable to the Legislative Assembly and the ACT Government through the Minister for the Arts.

We are continually building new community and business connections to foster cultural expression and resource sustainability, and welcome the opportunity to discuss individual needs and new ideas.