



HASTINGS CITY ART GALLERY

ACTION PLAN 2016-2019

A SUMMARY

As Hastings City Art Gallery builds on its foundations as a strong regional gallery providing arts experiences to the community, we have created a strategy to help the gallery continue to develop and reach its potential.

The Hastings City Art Gallery Action Plan is a response to the ever-developing local, national and global arts scenes, where more collaboration is needed between institutions, online and outreach programming provides new opportunities, a firmer partnership with mana whenua is sought, and the need to communicate with audience and community members is more important than ever.

Vital to the life of the gallery is its bi-cultural touchstone, Ararau. The Maori dimension of the action plan acts as the gallery's guiding force:

ARARAU THE MĀORI DIMENSION: VALUES

1. EXPLORE, IDENTIFY AND DEVELOP UNIQUE ARTS PROPOSITIONS:

MANAKITANGA
AHUATANGA
KOTAHITANGA
TIKANGA

2. PROMOTE AND GROW ARTS OPPORTUNITY TO SUPPORT THE REGION'S ARTS SECTOR AND THE GALLERY'S STAKEHOLDERS.

MANA
KAITIAKITANGA

4. PRODUCE ENDURING BENEFITS: ECONOMIC, SOCIAL, CULTURAL.

MANA TUPUNA,
MANA ATUA,
MANA WHENUA

3. DEFINE THE CHARACTER OF THE GALLERY, SECURING A UNIQUE POSITION AND ESTABLISHING VISIBILITY IN A NATIONAL CONTEXT

AHUATANGA MANA

**"EXCITE,
CHALLENGE
AND EXTEND
ART EXPERIENCES**

CONNECTING
WITH OUR
PEOPLE,
PLACE AND
IDENTITY."



The coming years will see the gallery expand its audiences and its exhibition and activity programme, and this will happen through four phases:

1. TIPURANGA THE SHOOT

This is where we will explore, identify and develop unique arts propositions, by establishing greater connections to our audiences and stakeholders, mana whenua and our civic neighbours. It's also where we look to upskill ourselves, refine our marketing, develop stronger evaluation and review processes and research our audiences, all with the intention of providing the very best arts offerings we can to our community.



2. MANAAKITANGA BRANCHING

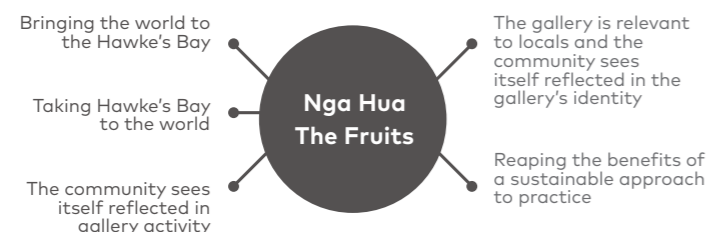
Here, we will seek to promote and grow activity in the region's arts sector through further collaboration and relationship building, and by playing an innovative and encouraging role in supporting local artists. The gallery will also act as a major reference point for the arts sector, with a strong voice speaking for and about the regional arts scene.



4. NGA HUA THE FRUITS

This final phase describes the enduring economic, social and cultural benefits that are produced by a healthy, innovative regional art gallery.

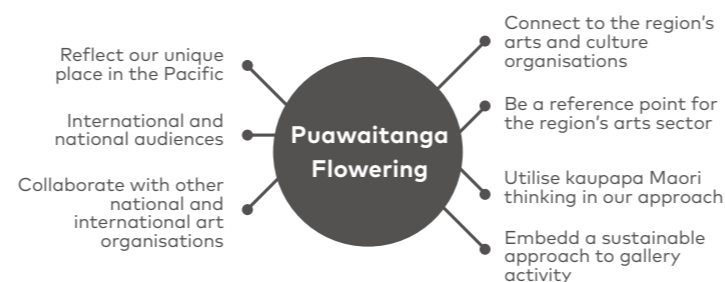
Benefits include a wider awareness of Hawke's Bay and our artists, more connectedness within the community, and a local audience with more access to and understanding of national and international issues through contemporary art.



3. PUAWAITANGA FLOWERING

This phase will see the character of the gallery defined and promoted, to secure a unique position and establish visibility in a national context.

Again, the need to be collaborative and connected is highlighted here as the gallery strengthens in its role as a sustainable bi-cultural organisation which celebrates diversity and supports the creation meaningful new work by artists and meaningful visitor experiences.



This sustainable and innovative approach will be seen most through our exhibitions and public programmes.

THE CORE AIMS OF THE EXHIBITION PROGRAMME ARE:

- To expand the gallery's regional audience by presenting a range of diverse, relevant, bi-cultural and family-friendly exhibitions, which speak to the many communities that make up Hawke's Bay. The gallery must also present work that is relevant to schools and tertiary providers.
- To provide a strategic programme of high quality and relevant visual arts exhibitions by developing a mixture of opportunities for emergent artists to exhibit in the smaller spaces and major exhibitions in the Main and Holt Galleries
- To increase the gallery's national profile by lifting the curatorial input in all exhibitions, bringing in touring exhibitions when relevant, exhibiting ambitious new work by New Zealand artists and supporting guest curators in developing new projects.

THE CORE AIMS OF THE PUBLIC PROGRAMME ARE:

- To connect visitors with the artworks by using a range of learning styles and participatory approaches, aligning the schools programme with the curriculum and partnering with other organisations to offer relevant collaborative programmes, which meet the needs of a wider audience.
- To expand the gallery's audience by ensuring our programmes meet the needs of our diverse audience and by being supportive of community-driven programmes such as River Seeds.