

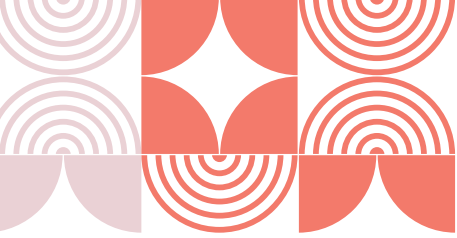
Proud producers of the

Southern Art+Craft

Trail

ARTSOUTH WA

Strategic Plan 2024 - 2028



ACKNOWLEDGEMENT OF COUNTRY

ArtSouthWA acknowledges the traditional custodians throughout the South West of Western Australia Noongar Boodjar and their continuing connection to the land, waters and communities. We pay our respects to all members of the Aboriginal communities and their cultures; and to Elders past, present and emerging.



Image credit: Tourism Western Australia



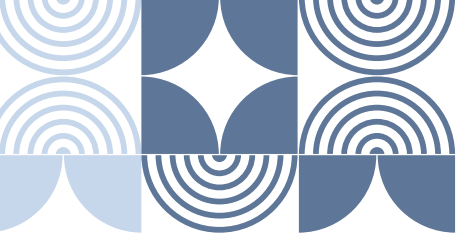


Image credit: Carol Duncan

FROM THE CHAIR

I'd like to take the opportunity to recognise the contributions of our outgoing Chair and Board. Under their guidance and leadership, ArtSouthWA has flourished. Your dedication and vision have been instrumental in shaping ASWA into what it is today.

As we embark on a new phase of our journey with ArtSouthWA (ASWA), it is worth noting that over the years, ASWA has evolved into a cornerstone of the arts community in the Greater Southern Region of Western Australia. Our commitment to fostering creativity, supporting artists, and promoting cultural tourism has been unwavering, even in the face of challenges such as the recent global pandemic.

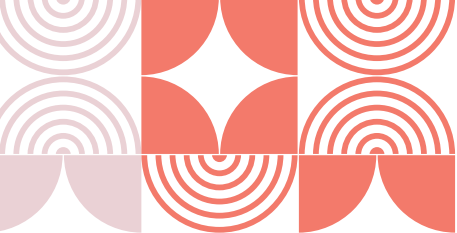
The Southern Art & Craft Trail (SACT) stands as a testament to our dedication and resilience. Since its inception in 2003, SACT has grown from strength to strength, showcasing the incredible talents of our regional artists and attracting thousands of visitors each year. Despite the disruptions caused by COVID-19, we have continued to adapt and innovate, ensuring that the spirit of SACT lives on.

As we look ahead, we strive to promote cultural tourism, advocate for our artists, and ensure the financial viability of ASWA. By doing so, we not only sustain our reputation but also leave an indelible mark on the cultural landscape of the Greater Southern Region.

I'm proud of our achievements, but I'm even more excited about our future. Let's continue building a legacy of creativity, innovation, and community that inspires generations.

Simone Klose
Chair (2024)





EXECUTIVE SUMMARY

This document outlines the ArtSouthWA vision for the next 5 years. It has been developed to fulfil the needs of its membership and our emerging artists' future membership. We reviewed the strategic plans of our likeminded organisations, strategic partners, and related agencies, and we believe ArtSouthWA is and can remain an integral component of the art scene in the Great Southern and our immediate neighbouring shires.

1. Great Southern Regional Strategic Plan 2022 – 2027
2. Great Southern Region Arts, Culture and Heritage Strategy
3. City of Albany Arts, Culture and Heritage Strategy
4. Regional Arts WA Strategic Plan 2024 – 2026
5. WA State Government's 10 Year Vision for Arts and Culture in Western Australia

KEY AREAS INCLUDE:

- Growth in ArtSouthWA capabilities to increase engagement of First Nations artists and the ability of the organisation to support the development and promotion of their visual arts.
- Growth in ArtSouthWA capabilities and expansion in the inclusive nature of the Southern Art & Craft Trail to support the development and promotion of the visual art practices of diverse cohorts including assisting in the provision of community partnerships which lead to inclusivity, connectedness and social enrichment.
- Growth in ArtSouthWA capabilities to support the arts as a major economic, cultural, and social contributor to the region.
- Growth in ArtSouthWA capabilities to support a project that contributes to the 2026 Bicentennial celebrations during the 2026 Southern Art and Craft Trail.





VISION:

ArtSouthWA (ASWA) is a dynamic organisation that fosters connections, encourages collaboration, and champions the talents of visual artists. Inclusivity is paramount, ensuring that every artist, regardless of background or experience, feels valued and supported.

We are a catalyst for innovation, providing a platform that not only showcases the diverse artistic expressions of our region but also fosters a sense of pride and belonging within the broader community. Together, we strive to build a legacy of creativity that leaves an indelible mark on the cultural landscape of the greater southern region.

MISSION:

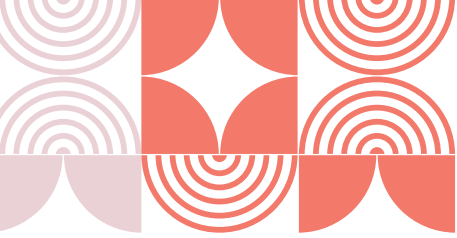
To support, champion, and showcase the diverse community of visual artists of the Great Southern Region of Western Australia

OUR PURPOSE AND OBJECTIVES:

1. Provide regional visual artists and craftspeople with the opportunity and support to develop their arts and art practices.
2. Provide and improve the marketing and media presence of ArtSouthWA members.
3. Promote and increase cultural tourism opportunities in and to the region.
4. Advocate for, and promote the visual artists in the Great Southern region of WA.
5. Ensure the financial viability of ArtSouthWA to sustain its reputation, and the penetration of ArtSouthWA branding

Image credit: Carol Duncan





ARTSOUTHWA BACKGROUND

ArtSouthWA (ASWA) is an incorporated not-for-profit organisation run by a Board of volunteers and professional contractors. We promote a diverse range of arts and crafts for our members within the southern region of WA. Our members include regional based art galleries, artists and craftspeople, and arts organisations. ArtSouthWA was consulted during the feasibility and research stages of the Great Southern Regional Art, Culture and Heritage Plan.

ArtSouthWA operates and provides member services all year round, with the biggest undertaking being the running of the annual Southern Art & Craft Trail (SACT). Annual membership averages 80 with 50% of these being groups and organisations.

The first SACT was staged in 2003, with 36 exhibitions, peaked at 93 exhibitions in 2018 and returned to 74 venues in 2023, after experiencing the effects of COVID 19 on regional artists. The SACT annually represents over 450 visual artists and approximately 400 students from kindergarten to year 12.

In 2023 over \$400,000 was placed into the hands of regional artists through the SACT, and a \$5,000,000 economic impact made to the region. Approximately 11,000 tourists and locals make 45,000 visits to SACT venues (2023).

Over its 20 year history ArtSouthWA and the Southern Art and Craft Trail has:

- Hosted 1,398 visual art exhibitions
- Represented over 650 different regional artists and groups through membership and the SACT. This figure does not include all the participants in those groups or students.
- Seen 20,000 volunteer hours donated to manage the event
- Been managed primarily by artists who concurrently run their own art practices and participate in the SACT.





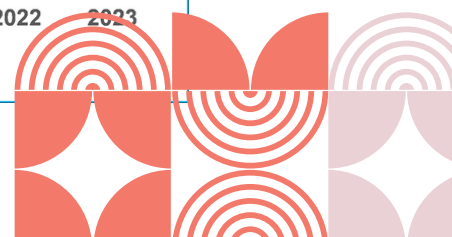
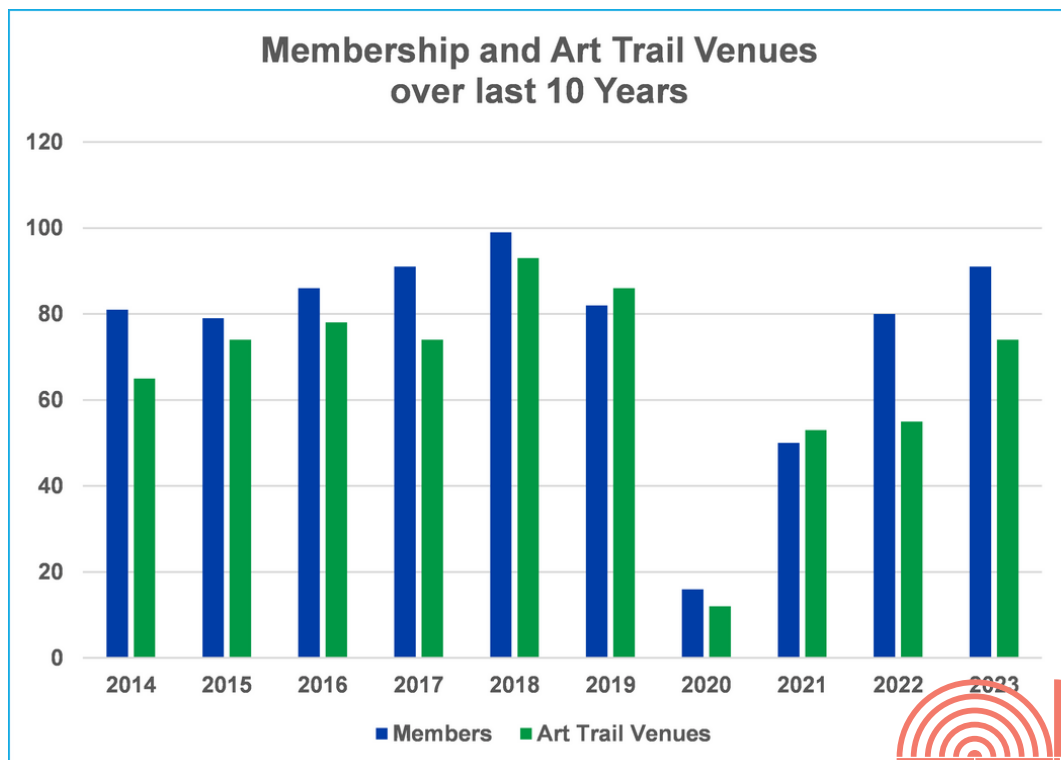
ACHIEVEMENTS TO DATE:

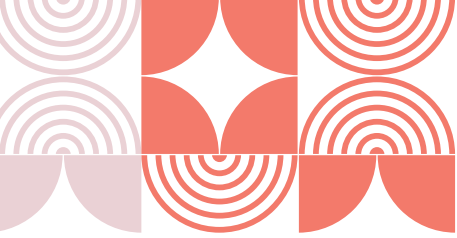
Proven relevance and longevity with ArtSouthWA representing and promoting visual artists across the Greater Southern region of WA and producing the annual Southern Art and Craft Trail (SACT/ Art Trail), for the past 20 years.

Over the past 5 years ArtSouthWA has grown, increased funding, rebranded, survived COVID 19 and bounced back, and celebrated its 20th Art Trail.

Growth:

Our membership and representation of artists and craftspeople from the Greater Southern region of WA has increased in diversity, age demographic, and the representation of multiple organisations. This includes representing around 400 artists plus presenting works by approximately 200 school students during the 16 day Southern Art and Craft Trail. Included in membership are disability groups, emerging artists, indigenous artists, wineries and cafes that display works, WA Museum Great Southern, multiple regional Visitor Centres and the Albany Historic Whaling Station and more. Internal management sees the part time paid professional administrator's funding increased from \$7,000 in 2018 to \$30,000 in 2023, a professional Xero accounting system, and a professionally skilled Board.





Increased Funding:

Funding continues to grow through recognition and consistent support from regular sponsors. Relationships with local, state and federal government bodies, tour operators, media, and multiple publications have been formed that provide ongoing funding or in-kind support.

Rebranding:

In 2019 the organisation created a new logo, a new website, and drove bigger recognition through the new professional image. This resulted in increased interest from sponsors, strengthening of relationships with existing sponsors, and attracting more professional artist members. Momentum continues through social media, a professional Art Trail video and active website.



Image credit: Carol Duncan

Surviving COVID:

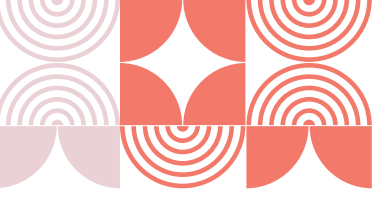
In 2020 the Southern Art and Craft Trail was cancelled for the first time in its 20-year history. A nine-day combined artist exhibition was held instead in Albany and still supported by major sponsors. The Art Trail returned in 2021 and has grown from 53 individual exhibitions back to 74 in 2023. Further growth is expected.

20th Anniversary Celebrations:

The 2023 Art Trail celebrated 20 years of the Art Trail. An historic database of 20 years of participating artists and groups was compiled, and awards given to the top three exhibitors, and longest serving sponsors and Chair.

The Regional Development Australia (RDA) Great Southern Annual Exhibition Award, introduced in 2021 to encourage excellence in SACT exhibitors, was presented for the third time. It includes a cash prize of \$3,000. RDA GS has committed to another 3 years.





OBJECTIVE 1

Provide regional visual artists, craftspeople and art workers with the opportunities and support to develop their art and art practices.

	STRATEGIES	ACTION	GOAL	MEASURE
1.1	Deliver the 12-month ArtSouthWA membership to reach objectives 2 to 5.	Use digital and other promotions Invite non-members to join ASWA Seek funding to offset costs	Increase membership by 5 - 10% annually	Number of ArtSouthWA memberships
1.2	Present the annual Southern Art + Craft Trail (SACT)	Use digital and other promotions Invite non-members Seek funding to offset costs	Increase entries by 5-10% annually Improve exhibitor satisfaction level	Number of venues in Southern Art + Craft Trail Exhibitor survey feedback
1.3	Provide face to face and online workshops that assist artists and art workers to develop and enhance business and artistic skills as required.	Identify current needs based on feedback from members and visitors	Maintain or improve member satisfaction level	Number of workshops held Number of participants

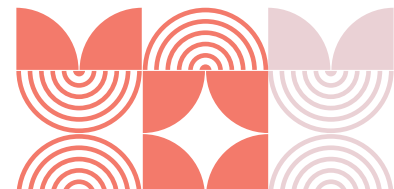


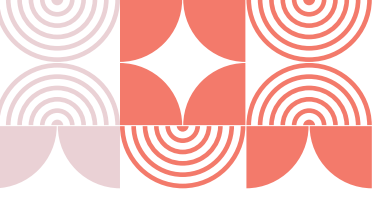


OBJECTIVE 1...cont

Provide regional visual artists, craftspeople and art workers with the opportunities and support to develop their art and art practices.

Timeline	2024	2025	2026	2027	2028
1.1	Engage professional website/ social media developer management as funding allows				
1.2					
1.3	Outsource to improve skilled resources as funding allows				





OBJECTIVE 2

Provide and improve the marketing and media presence of ArtSouthWA members

	STRATEGIES	ACTION	GOAL	MEASURE
2.1	Continually improve the functionality and Search Engine Optimisation of the ArtSouthWA website.	Retain services of professional website manager Develop and implement a complete SEO building strategy	25% annual increase in website visits	Member feedback Analytics and data
2.2	Targeted online promotions for participating artists using website and social media.	Engage marketing expertise to create and roll out the promotional campaigns	25% increase in website numbers and increasing growth in social media engagement	Member feedback Analytics and data
2.3	Create an Online 12 month 'Southern Regions Art and Craft Map' accessible on the ArtSouthWA website	Investigate funding to produce the online Map. Seek suitable person to manage Map- advertising sales, design, and production.	The Map appears in 2024 and is updated annually.	Website analytics Increased advertising by artists, food, and wine venues.



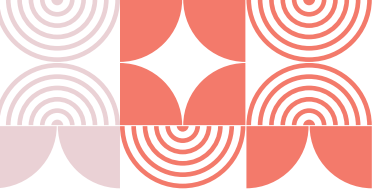


OBJECTIVE 2...cont

Provide and improve the marketing and media presence of ArtSouthWA members

Timeline	2024	2025	2026	2027	2028
2.1	Engage professional website/ social media developer management to assist bringing goals to fruition				
2.2					
2.3	Develop and activate Map	Monitor, evaluate and review with annual updates			





OBJECTIVE 3

Promote and increase cultural tourism to the region

	STRATEGIES	ACTION	GOAL	MEASURE
3.1	Create an Albany based visual art project relative to 2026 Bicentenary	Allocate budget allowance for development and roll out Partner with City of Albany for project advice and then assistance in selection of project from submissions.	Successful project that 'fits' Bicentenary celebrations.	Community participation and feedback Visitor feedback CofA feedback
3.2	Work with regional Indigenous groups to increase Cultural Tourism through increased Southern Art&Craft Trail participation	Create a paid position to drive project. Activate TWA and WAITOC to support.	Increase participation of Indigenous artists in SACT. Participation of Indigenous artists/groups on ArtSouthWA Board or in other advisory capacity	Number of Indigenous participants SACT each year Number of Indigenous volunteers for ARTSOUTHWA Board or other advisory capacity
3.3	Investigate partnerships with other regional tourism attractions and events i.e. Bloom, Harmony, NAIDOC, Pride, Silo Art, food and wine producers/providers	Create a paid position to drive project. Activate Tourism WA to support.	Increase cross promotion between SACT and partners Increase visitation to SACT venues Increase partnerships by at least +1 each year	Number of partnerships per year



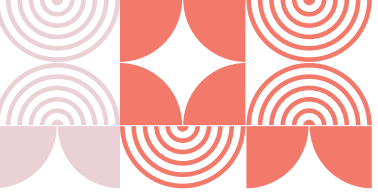


OBJECTIVE 3...cont

Provide and improve the marketing and media presence of ArtSouthWA members

	STRATEGIES	ACTION	GOAL	MEASURE
3.4	Develop further partnerships and communications with tourism operators	Provide information on tourism opportunities with artists and galleries	Increase tour operator involvement by 1 operator per year	Number of partnerships developed with local tourism operators
3.5	Encourage Greater Southern regional localities to promote and showcase their communities through participation in SACT	Direct communication to relevant shires and regional art groups, visitor centres and CRCS	To secure the ongoing support of all Shires in Greater Southern region	Number of localities participating in Southern Art + Craft Trail
3.6	Develop a Southern Art + Craft Trail journey App	Contract expertise to develop App.	Activate App for 2024 SACT	Exhibitor and Visitor feedback
3.7	Promote the Online 'Great Southern regions Art and Craft Map	Utilise SEO, social media posts, networks of promotional platforms and websites	Artists see an increase of visitors to their studios or galleries	Artists record an increase of visitors to their studios or galleries





OBJECTIVE 3...cont

Promote and increase cultural tourism to the region

Timeline	2024	2025	2026	2027	2028
3.1	Create project brief for Members	Select and monitor development	Promote project	Review and evaluate for future briefs	
3.2	Establish and build connections and partnerships to bring goals to fruition.				
3.3					
3.4					
3.5					
3.6	Develop and activate App	Monitor, evaluate and review with annual updates			
3.7	Engage professional website/ social media developer management to bring goals to fruition				



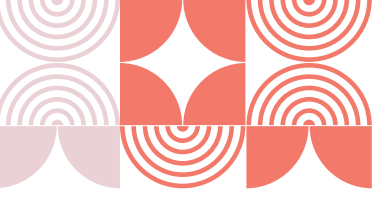


OBJECTIVE 4

Promote and advocate for the visual artists in the Greater Southern region of WA

	STRATEGIES	ACTION	GOAL	MEASURE
4.1	Actively encourage ArtSouthWA membership and Art Trail participation to diverse visual art community groups including but not limited to: Indigenous, disabled, LBGTQI+, youth, **schools	Create paid position to: ·create database of contacts and direct communications to these groups ·utilise new and existing networks to create relationships **Continue 'Schools on the Art Trail' project	1 new group category join each year Ongoing and increasing involvement of new groups	Number of new groups joining Increase in participation within each group
4.2	Communicate with local governments in the Greater Southern Region of WA	Be active participants in any community strategic planning, arts policy/plan development.	Gain recognition and support, witness positive outcomes	Meetings held, invitations and outcomes/actions
4.3	Maintain contact with regional arts organisations Be a conduit for information with regional arts organisations	Participate in regional meetings held by Federal, State, and other organisations	Have a seat at table and be included in decision making	Meetings held, invitations and outcomes/actions





OBJECTIVE 4...cont

Promote and advocate for the visual artists in the Greater Southern region of WA

	STRATEGIES	ACTION	GOAL	MEASURE
4.4	Consult with members on issues of relevance to the arts community and advocate on their behalf	Inform members that Board meetings are open to members should they want to attend	Member satisfaction with ArtSouthWA governance	Number of issues addressed by ArtSouthWA Member feedback survey
4.5	Utilise the Regional Arts, Culture and Heritage Strategy	Contract professional person to assist rollout. Work with Great Southern Development Commission (GSDC) to assist with roll out to visual artists	Strategy is effectively rolled out	Benefits are measurable
4.6	Work with Minister David Templeman (Minister for Culture and the Arts; Sport and Recreation; International Education; Heritage) and art groups to see needs of southern regional artists and art workers supported	Seek GSDC to arrange round table meeting with Minister and southern regional arts groups	Regional artist and art workers feel recognised, heard, and supported at State Govt level.	Positive meeting feedback from all stakeholders Official acknowledgment in State Govt planning documents to see positive flow-on to fruition.



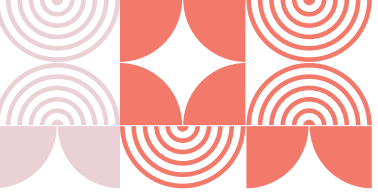


OBJECTIVE 4...cont

Promote and advocate for the visual artists in the Greater Southern region of WA

Timeline	2024	2025	2026	2027	2028
4.1	Establish and build connections and partnerships to bring goals to fruition				
4.2					
4.3					
4.4	Establish and build connections and partnerships to bring goals to fruition				
4.5	Work with Great Southern Development Commission (GSDC) to assist with roll out to visual artists				
4.6	Establish and build connections and partnerships to bring goals to fruition				





OBJECTIVE 5

Ensure the financial viability of ArtSouthWA to sustain its reputation and penetration of ArtSouthWA branding

	STRATEGIES	ACTION	GOAL	MEASURE
5.1	Continually seek relevant sponsors and ensure professional management and servicing	Update Sponsorship Packages as required Actively seek sponsors	To achieve increased paid administration position to 1.0 paid website and social media management outsourced event management paid financial management	Increased monetary and in-kind sponsorship
5.2	Apply for relevant grants that align with this strategic plan	Monitor websites and social media promotions of local state and federal government bodies, regional organisations, and other relevant sites, for funding opportunities		Number of successful grant applications.
5.3	Review budget, membership, and Art Trail fees annually	Annually increase membership and Art Trail fees by at least CPI. Advise as required at AGM. Action as required at Board meetings.		Cost per membership service is increasingly offset by fees paid.



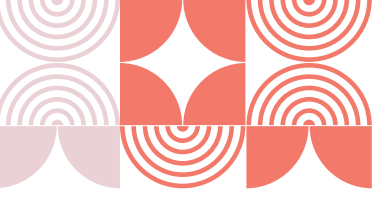


OBJECTIVE 5...cont

Ensure the financial viability of ArtSouthWA to sustain its reputation and penetration of ArtSouthWA branding

	STRATEGIES	ACTION	GOAL	MEASURE
5.4	Develop strategies to reduce volunteer load	Investigate outsourcing professional service providers	The Board makes the best use of: membership volunteers (and if identified) outsourcing opportunities	Monitoring the balance between volunteer hours and paid services
5.5	Manage all financial activities at a professional level.	Seek professional input as required	ArtSouthWA always remains in a sound financial position and satisfactorily meets any legal requirements.	ArtSouthWA always remains in a sound financial position and satisfactorily meets any legal requirements.





OBJECTIVE 5...cont

Ensure the financial viability of ArtSouthWA to sustain its reputation and penetration of ArtSouthWA branding

Timeline	2024	2025	2026	2027	2028
5.1	Order of priority increased administration position and paid website and social media management paid financial management SACT produced by a mix of volunteers and paid entrepreneurial thinkers & doers				
5.2					
5.3					
5.4	As financial position allows 5.1 to 5.3 to develop, ArtSouthWA Board takes a more advisory position in partnership with engaged administration and event organising and marketing assistance.				
5.5	Ongoing monitor, review and evaluate				

OTHER POSSIBLE PROJECTS

- Develop support resources to aid artists enter the export industry
- Develop a community artwork as part of the Bicentenary of WA in 2026
- ASWA to consider supporting the need for a regional art gallery in Albany



ARTSOUTHWA
Organisational Chart

