

Strategic Plan 2019 – 2022

AGSA



AGSA Kurna yartangka yuwanthi. AGSA stands on Kurna land.

ART GALLERY OF SOUTH AUSTRALIA

This Strategic Plan 2019-2022 outlines the Art Gallery of South Australia's vision, purpose, identity and values, and describes how they inform the Gallery's goals and targets, updated quarterly and reviewed annually.

Vision, Purpose and Identity

Our vision is to be the inspirational leader for visual arts in South Australia and contribute powerfully to culture in Australia and beyond.

Purpose

- AGSA offers a distinctive connection to place and a dynamic curatorial agenda that creates meaningful art experiences for all. The exceptional AGSA Collection exists for our audiences – to comprehend the past, to navigate the present, and as a potent avenue to imagine the future. Placing art, artists and audiences at the very heart of who we are guides AGSA's artistic and public programs. AGSA contributes positively to cultural cohesion, social wellbeing, creativity, engaged citizenship and the economic life in South Australia.
- AGSA was founded in 1881 and its purpose is prescribed by the *Art Gallery Act 1939*. Since inception, the Gallery has been an important cultural focus for South Australia with the current building opening in 1900 and extended in 1937, 1962 and 1996. AGSA holds one of Australia's finest art collections with over 45,000 works across diverse media in Australian, International and Asian art. The Gallery presents a dynamic program of temporary exhibitions, annual focus exhibitions of international art, and three major recurring projects of Australian art; *Adelaide Biennial of Australian Art* since 1980 (biennial), *TARNANTHI Festival of Aboriginal and Torres Strait Art* since 2015 (annual), and *Ramsay Art Prize* since 2017 (biennial).
- The Charter of the Art Gallery of South Australia is to serve the South Australian and wider communities by providing access to original works of art of the highest quality. The Gallery seeks to foster, promote and enhance understanding and enjoyment of the visual arts through its collections, temporary exhibitions and other public programs. Goals include Art (Collection care and preservation; temporary and permanent exhibitions; research, documentation and publishing), Audience (education and public engagement) and Organisation (promotion; management; and advice on the visual arts to the Government of South Australia). (*Charter and Goals 2016*)

Our Identity

Our identity is defined by:

Making Place

We embrace our location, a diverse cultural landscape, and are part of a close community that delivers to our publics.

Divergent

We create encounters that are unexpected and surprising, not defined by conventions.

Authentic

We are inclusive, genuinely and actively engaging with communities.

Intimate

We believe in the power of art to enrich the lives for all.

Values

AGSA aligns with the *South Australian Public Sector Values and Behaviours* framework

- Service
- Professionalism
- Trust
- Respect
- Collaboration and Engagement
- Honesty and Integrity
- Courage and Tenacity
- Sustainability

AGSA's Vision, Purpose, Identity and Values are evidenced:

Art

- in the quality of its collection, exhibitions and programs;
- in the strength of its collection development;
- in its relationships with artists;
- in the high standard of its research and publishing;

Audience

- in the tone of its communication strategies, including social media;
- in the presentation of its marketing collateral both digitally and print;
- in the access to the collection, exhibitions and programs;
- in the digital engagement with the collection, exhibitions and programs;
- in the breadth and quality of events from exhibition openings to benefaction;
- in the way it engages with the education community;
- in the manner it welcomes and introduces people to the Gallery;
- in the customer experience offered by the retail outlets;

Organisation

- in its partnerships and relationships with local, state and federal governments;
- in its relationships with benefactors, sponsors, members and supporters;
- in its partnerships and relationships with the national and international arts community;
- in its departmental relationships and the quality of staff it employs, the volunteers it engages, and its organisational culture.

Strategic Goals

-
- 1** Deliver an exceptional and distinctive artistic program that is vigorous, purposeful, inspiring, and responsive (Grow Art)

 - 2** Drive Collection excellence, and ensure its growth, research, documentation, care and access (Grow Collection)

 - 3** Lead in audience engagement, digital experience and thought leadership, attract new and diverse audiences, exceed expectations, offer memorable experiences, and nurture deep engagement (Grow Audience)

 - 4** Transform infrastructure and facilities beyond industry standard (Grow Destination)

 - 5** Achieve major financial growth, achieve success in government, philanthropic, corporate, commercial and membership support to deliver financial sustainability and achieve ambitions. Be a major attractor to South Australia and to actively contribute to its innovation, liveability, cultural life and economic future (Grow Financial Support)

 - 6** Foster an innovative and high-performance workplace, attract great people, continuously improve how we creatively work together, and collaborate with communities (Grow Internal Culture)