

2018-19 PRIORITIES

OUR WHY:

We work for a bold and ambitious creative sector that makes our region stronger



Creative Waikato
Toi Waikato

What We Do

SUPPORT: We help artists and groups succeed by providing advice, training and support.

CONNECT: We build connections and work collaboratively for stronger and more expansive outcomes.

PROMOTE: We share the stories of our regions creativity and expand audiences.

ADVOCATE: We champion the contribution that the arts make to our collective and individual wellbeing.

PRIORITY	KEY PROJECTS	OUTCOMES	MEASURES
SUPPORT			
BUILD SKILLS TO SUCCEED	<ul style="list-style-type: none"> • Artillery Delivery Hamilton and Regional • Grow Artillery portfolio • Ongoing arts sector advisory and support • Arts groups capability building 	<ul style="list-style-type: none"> - Creative communities flourish with knowledge and skills to succeed - Regional arts are better resourced 	<ul style="list-style-type: none"> - 24 Artillery workshops delivered - 200 + participants - New Modules: Toi Māori Business, Social Media - Artillery approval rating 90% + - Groups worked with > 100
SUPPORT TOI MĀORI	<ul style="list-style-type: none"> • Māori Arts Discussion paper outcomes • Artillery for Māori artists • Māori arts sector advisory 	<ul style="list-style-type: none"> - MADP provides evidence, pathways and becomes a catalyst to action for key stakeholders to strengthen and support Māori arts practices - More Māori artists succeed in their chosen field - 	Māori Arts Discussion Paper outcomes initiated: <ul style="list-style-type: none"> - Toi festival research - Video profiling series - Online resource Toi artists worked with > 80
EFFECTIVE FUNDING	<ul style="list-style-type: none"> • Ongoing funding advisory • Delivery of Hamilton CCS March and August rounds • Advise external funders on arts funding • Partner in community funding workshops 	<ul style="list-style-type: none"> - Increase quality of application and number of successful funding applications in the region - Increase understanding of sustainable arts practice models - Other funders make informed funding decisions 	<ul style="list-style-type: none"> - >30 quality applications per round - On time reporting to HCC - Complete to contracted standards - >5 workshops - >25 groups/artists
PROMOTE			
PROMOTE CREATIVE ACTIVITY	<ul style="list-style-type: none"> • Communications strategy (inc digital) implemented • E-news (General, Music Matters, Theatre Alert) 	<ul style="list-style-type: none"> - The stories and successes of our region are heard - The community is excited and engaged with what's happening in the arts 	<ul style="list-style-type: none"> - Leverage new website - Communications strategy in place April 2018
GROW AUDIENCES	<ul style="list-style-type: none"> • Audience Development Pilot (2nd year CNZ contract) 	<ul style="list-style-type: none"> - A sustainable sector - facilities and organisations understand market profiles, target effectively and collaborate to grow audiences in the wider region 	<ul style="list-style-type: none"> - Delivery on CNZ contract by Dec 2018 - 2,500+ audience for The Portal - 6% audience growth across sector

PRIORITY	KEY PROJECTS	OUTCOMES	MEASURES
ADVOCATE			
LEADERSHIP AND ADVOCACY	<ul style="list-style-type: none"> • Development and delivery of Waikato Arts Navigator • Advocacy on key arts issues locally and nationally 	<ul style="list-style-type: none"> - The region is united with a clear understanding of the value of the arts and how to support it - Stakeholders use the RAS to make great arts decisions - The community knows it can rely on CW to support great arts outcomes 	<ul style="list-style-type: none"> - Local government engagement complete by September 2018 - Activated Plan by Dec 2018
SUSTAINED ORG	<ul style="list-style-type: none"> • Annual Reporting • Operational, Governance & Financial planning 2019/20 • Professional Development • HR Plan • HQ Plan 	<ul style="list-style-type: none"> - A strong, sustainable and credible organisation of influence 	<ul style="list-style-type: none"> - Annual report June 2018
CONNECT			
FACILITATE	<ul style="list-style-type: none"> • Waikato Regional Theatre - facilitate local and regional input • Investigate Waikato Regional Arts Festival 	<ul style="list-style-type: none"> - The development of a new Regional Theatre is well informed by local and regional community and user input - Feasibility study for WRAF - 	<ul style="list-style-type: none"> - Support WRT as required to delivery of Concept Plan March 2018 - WRAF Feasibility Study complete March 2019
OUR PLACE	<ul style="list-style-type: none"> • Manage space for the arts sector to maximum effect • Feature regional activity • Reduce size community gallery • Pop up performance kit for hire 	<ul style="list-style-type: none"> - Our space is vibrant, useful and aids the development of sector - Our resources encourage and support an increase in creative activity 	<ul style="list-style-type: none"> - Performance Kit hires >10 - Community gallery bookings 10 - Space bookings 150+