

PAAF

Port Adelaide
Artists Forum

Port Adelaide Artists Forum

STRATEGIC PLAN

2024 - 2029

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EXECUTIVE SUMMARY

Port Adelaide Artists Forum is at a crossroads in its long and successful life. Whilst it started out in 2005 as a network of artists designed to foster skill sharing and mutual support, PAAF soon developed into a more outwardly facing organisation. In 2011 when it took over the lease to the old Port Adelaide Sailing Club at Birkenhead, PAAF established Gallery Yampu as a home for the organisation and a place to grow its activities. The organisation continued to support and connect artists, but it developed further activities in the gallery including exhibitions, workshops, performances, fundraisers and other cultural and social gatherings.

Now with the demolition of the Sailing Club, PAAF is without a permanent venue and temporarily transitioning activities to focus on building membership, continuing to grow the artist network and presenting curated activities in collaboration with others.

Key strategies within this document include the development of a communications plan to support change and growth, and the formation of a committee to identify a potential venue/s that will meet the future needs of PAAF and its members.

It is anticipated that a new venue will become an important home for arts and culture in Port Adelaide and the LeFevre Peninsula region, benefiting both existing members and a new generation of artists within the changing community.

With this in mind, the underpinning actions for PAAF over the next five years are to engage and connect, and to renew, re-energise and create. PAAF has articulated its purpose and developed both a Vision statement and a Mission statement which reflect the focus on creating an intergenerational network of skilled artists able to facilitate opportunities for growing audiences to enjoy vibrant arts and cultural experiences within their own community.

ABOUT US

Port Adelaide Artists Forum (PAAF) is a not-for-profit community-based organisation that fosters participation in and development of arts and culture in and around the LeFevre Peninsula region. It was established in 2005 with a view to providing a platform for artists to come together, support each other, and collaborate.

Since that time PAAF has grown substantially, managing a community arts space in Birkenhead from 2011 to 2023, and working with artists and other partners to mount exhibitions, deliver workshops, host markets, present performances and participate in community events.

PAAF is unique in bringing new, emerging and established artists and craftspeople working across all artforms, together around contemporary, conceptual and traditional art practices. It is bold and adventurous but grass roots and accessible.

PAAF is a socially active organisation, engaging in local and national issues, societal challenges and topics of interest. The organisation has a strong foundation of inclusion and social justice and PAAF activities have raised awareness and/or funds to support First Nations representations, the plight of refugees, climate change and the war in Ukraine. At these events PAAF provides artists and community members with opportunities to work side by side, share a meal and enjoy a sense of connection.

PAAF is managed by a volunteer committee and all work undertaken by PAAF is through the collaborative work of volunteers, with income sought through fundraising, commissions on artwork sales, and small grants.

PAAF has a membership base of just over 380 and membership is free. Members come not only from The Port and LeFevre Peninsula area but from other parts of Greater Adelaide and Regional South Australia.

Those from afar suggest they are not able to find similar organisations within their own communities that connect artists from all levels with audiences and with each other.

What We Do...

Manage and support a diverse network of artists and arts workers to connect and develop their practice.

Deliver workshops, mount exhibitions, present live performances, and host cultural and social gatherings.

Develop collaborative artworks and performances as part of broader community events, activities + campaigns.

Connect people with arts and cultural activities that provide a sense of belonging, and which benefit the health and wellbeing of individuals and the wider community

OUR PURPOSE

PAAF positions artists and community at the centre of everything it does. All activities are designed with the following purposes in mind.

- **To support the current and next generation of artists,** helping them to develop their practice, attract income and increase career opportunities.
- **To give voice to people, issues and ideas** through cultural interaction, social dialogue and creative expression.
- **To ensure arts and culture is visible,** adding to the vitality of the local community.
- **To nurture a sense of belonging** which supports community wellbeing; reduces isolation and creates safe places for people to share ideas and be creative.



VISION

For PAAF: *The Port Adelaide Artist Forum is a thriving and creative arts organisation. It has an active membership of skilled artists and community members, that feel connected and involved.*

For the Port: *The Port is a vibrant place where arts and artists are celebrated and opportunities to engage with arts, ideas and culture are plentiful and embraced.*

MISSION

PAAF's mission is...

- *To make it easier for artists to collaborate, make and share their work with audiences.*
- *To make space for creative interaction from grass roots to avant-garde.*
- *To work with community, government and businesses to deliver workshops, events and activities that are creative and accessible.*



PAAF VALUES

The following principles are the foundation of PAAF and the work it does. Its activities, partnerships and strategies are aligned with these values and are reflected in the organisation's decision making.

CREATIVITY – Creativity is paramount for PAAF and it encourages robust debate and decision making that supports originality and experimentation.

INCLUSIVITY – PAAF embraces the Social Model of Disability and is open, respectful, fair and welcoming. Access!

COLLABORATION – PAAF is brings artists, curators and community partners together to create exhibitions and events which effectively promote artists and their work.

FLEXIBILITY – PAAF places the needs of people at the centre of its work. It is agile, responsive to need, and it has always operated in a range of contexts.

GOALS

Three goals and a range of action-based strategies have been devised to help PAAF to realise its Vision and Mission.

GOAL ONE

To foster a Diverse & Active Intergenerational Community of Artists.

Actively engage the PAAF membership in new ways in order to connect and develop a cohort who are well-equipped to create work in a variety of contexts which support cultural vitality and community wellbeing.

GOAL TWO

To Build a Strong and Resilient Organisation.

Renew and re-energise PAAF with a focus on innovative leadership, the creation of a lively digital presence on artist preferred platforms, and the establishment of a new home base.

GOAL THREE

To Explore New Ways of Engaging Artists and Audiences in High Quality Arts Experiences.

Curate and create contemporary arts and cultural experiences which invite and engage the new and growing population in our area to participate as artists and/or audience.

These goals reflect the directions PAAF will focus on. They allow the organisation to look inward and build strength and capability which benefits artists and the community.

PAAF STRATEGIES

Goal 1: Foster a Diverse & Active Intergenerational Community of Artists and Arts Workers

Actively engage the PAAF membership in new ways in order to connect and develop a cohort who are well-equipped to create work in a variety of contexts which support cultural vitality and community wellbeing.

| Strategy | Priority | Outcomes |
|---|----------------|--|
| 1.1 Develop a communications plan to implement network thinking and digital platforms – increasing followers -reaching potential donors -making donations easier | High (2024) | <ul style="list-style-type: none"> • Re-engaged membership • Income generation to support programs and projects • Increased commitment from members |
| 1.2 Maintain and grow a network that brings artists, curators and arts workers together to socialise, share skills and collaborate. | Ongoing | <ul style="list-style-type: none"> • Connected artists & curators • Improved and diversified opportunities • increased presentation skills • Stronger more resilient network |
| 1.3 Provide artists with more diverse opportunities to present their work and reach audiences. | Ongoing | <ul style="list-style-type: none"> • Income generation for artists • Audience reach/exposure |
| 1.4 Promote the work of artists as part of broader community initiatives in collaboration with other partners. | Ongoing | <ul style="list-style-type: none"> • Improved collaboration skills • Audience reach/exposure • Improved community arts skills |
| 1.5 Provide mentoring and other up-skilling opportunities, which focus on improving arts practice, marketing and funding. | Medium | <ul style="list-style-type: none"> • Increased creative business skills • Funding attraction • Connected network |
| 1.6 Provide income generation opportunities for artists through markets, auctions, exhibitions and workshop facilitation. | Medium | <ul style="list-style-type: none"> • Income generation for artists • Income generation for PAAF • Audience reach/exposure |
| 1.7 Implement initiatives focused on the needs of young and new artists as per consultation (Strategy 2.6) | High (2024) | <ul style="list-style-type: none"> • Organisational renewal • New member engagement • Innovation |

Goal 2: Build a Strong and Resilient Organisation

Renew and re-energise PAAF and focus on developing innovative leadership, the creation of a lively digital presence on artist preferred platforms, and the establishment of a new home base.

| STRATEGY | Priority | Outcome |
|--|------------------|--|
| 2.1 Schedule an annual planning day with a view to designing an annual program commensurate with resources and opportunities at hand. | High/ Ongoing | <ul style="list-style-type: none"> Reduced burnout Improved planning capacity Improved quality of program |
| 2.2 Undertake a Board Review that assesses the roles of the Board and its leadership capacity with a view to Board renewal, development of working groups and skills development where needed. | High (2024) | <ul style="list-style-type: none"> Better leadership Relieving current burnout Fresh ideas |
| 2.3 Form a Venue Committee to identify potential venues that meet the organisation's needs and prepare a business plan in the context of securing the facility. | High (2024) | <ul style="list-style-type: none"> Secure an ongoing or more permanent venue for PAAF Increased visibility for PAAF |
| 2.4 Scope the potential to engage contract staff to support the development and implementation of a business plan and manage venue negotiations in the context of being without a venue. | High / Medium | <ul style="list-style-type: none"> Relieving volunteer burnout Increase / improve programming Improve efficiency |
| 2.5 Develop a branding and marketing plan with a view to increasing PAAF's digital visibility to members and support communication to the broader community. | High/ Medium | <ul style="list-style-type: none"> Increased awareness or PAAF value Increased community engagement Improved reputation |
| 2.6 Undertake a new artist / youth consultation to identify expectations and opportunities to engage with this cohort more fully. | High | <ul style="list-style-type: none"> Attract new members Ensure relevant programming |

| STRATEGY | Priority | Outcome |
|---|---------------|---|
| 2.7 Develop a fundraising plan that identifies current and potential income streams and raises adequate funds to deliver the organisation's annual program. | Medium / Low | <ul style="list-style-type: none"> • Sustainable organisation • Capacity to support artists more effectively and deliver projects |
| 2.8 Build relationships and identify opportunities to collaborate with other arts and cultural organisations across the region including Mixed Creative, Port Community Arts Centre, Post Office Projects (POP), and VitalStatix. | High /Ongoing | <ul style="list-style-type: none"> • Sharing knowledge, skills and resources. • Greater efficiency • Collaborative opportunities |
| 2.1 Undertake regular meetings with Council staff to discuss activities and potential collaborations. | Ongoing | <ul style="list-style-type: none"> • Stronger relationship with Council • More influence over arts and cultural development in the area. |



High Quality Arts Experiences

Curate contemporary arts and cultural experiences which invite and engage the growing population in our area to participate as artists and/or audience.

| STRATEGY | Priority | Outcomes |
|---|------------------|--|
| 3.1 Provide an annual artistic program which engages emerging and established curators and producers by invitation. | High/ Ongoing | <ul style="list-style-type: none"> • Innovation and new ideas • New partnerships and collaborations • New audiences |
| 3.2 Develop a communications plan to reach existing and new artists and audiences which implements network thinking and digital platforms. | High | <ul style="list-style-type: none"> • Increased profile for PAAF • Increased audience • Increased partnership opportunities |
| 3.3 Provide opportunities for community members to participate in arts and creative workshops. | Ongoing | <ul style="list-style-type: none"> • Improved wellbeing • Improved creative skills • Income generation |
| 3.4 Provide opportunities for community members to interact with arts and culture e.g., exhibitions, performances, installations etc. | Ongoing | <ul style="list-style-type: none"> • More vibrant community • Improved wellbeing • Improved visibility of arts |
| 3.5 Seek out opportunities to participate in broader community initiatives in collaboration with other partners / Events e.g., SALA, History Month, Semaphore Road Events, Council, Mixed Creative, Renew SA etc. | Medium | <ul style="list-style-type: none"> • Increased visibility of arts • Better partnerships • Audience reach • Improved wellbeing |
| 3.6 Continue to raise awareness about issues and causes that align with the values of the members including climate change. | Ongoing | <ul style="list-style-type: none"> • Engaged and active community • Increased visibility of arts • Audience reach |
| 3.7 Identify an annual collaborative project that provides an opportunity for community engagement and collaboration between a range of members. | Low | <ul style="list-style-type: none"> • Community engagement • Increased visibility of arts • More vibrant community • Creative collaboration |

Priority Key

| | |
|---------|--|
| High | Requires immediate focus in the first 1 – 2 years |
| Medium | Initial development now with increased focus in 2 – 3 years. |
| Low | Long term focus that will be realised in years 3 – 5 years. |
| Ongoing | Ongoing activities that provide a sense of continuity for PAAF |

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