

Lopdell House Society

Strategic Plan
2014–19

Our Vision

A leading contemporary art gallery in the heart of Waitakere, Auckland.

Our Mission

To provide contemporary visual arts and design experiences in Waitakere that inspire, engage and challenge.

We recognise Maori as Tangata Whenua and foster the principles of Te Tiriti o Waitangi internally and externally to enhance and develop our programmes.

Our Values

We have six values that guide us in achieving excellence and making the Gallery a trusted and valued member of the community.

Manaakitanga
Innovation
Collaboration
Responsiveness
Inclusiveness
Sustainability

Goals

Reach and engage new audiences by:

- Presenting an exhibition programme that reflects and represents the full diversity of cultural identities and interests of our community.
- Developing art activities to achieve 'barrier-free access', including physical, intellectual and cultural.
- Extending learning opportunities across all areas: schools, family learning, community engagement and lifelong learning.
- Expanding our use of digital media.
- Creating a place where people feel welcome, inspired and challenged.
- Engaging art and culture as tools to contribute to Auckland Council's ambition 'to be the world's most liveable city.'

Build a national and international profile by:

- Working in partnership with local, national and international artists and galleries to bring inspiring, contemporary art to Waitakere.
- Developing international collaborations.
- Promoting the gallery as a domestic and international tourist destination.
- Achieving CarboNZero certification (or equivalent) by 2018.
- Working in collaboration with the diverse cultural groups of West Auckland.

Respond to the implications of a super-diverse Auckland by:

- Understanding the character of our changing audience.
- Evaluating the social and economic impact of our work.
- Implementing changes to reflect this understanding.

Challenges

We recognise the following challenges:

- Partnerships require time and care to ensure effective communication, trust, commitment, and mutual benefit.
- Making best use of resources to be responsive to a changing cultural demographic and our audience needs.
- Building a sustainable visual arts programme in a difficult economic climate with competition for funds.

Targets

In the first year of opening, the new gallery aims to attract 80,000 visitors.

Funding

The new gallery will maximise opportunities to ensure a robust and positive future for the visual arts in Waitakere by:

- Securing long-term financial support from Auckland Council.
- Pursuing income-generating opportunities such as hosting corporate events.
- Increasing income generated from retail and publishing.
- Developing partnership with potential funding bodies.