

2019-2024 BUSINESS PLAN

1. MAKE

ENGAGE PEOPLE IN CENTRAL CRAFT ACTIVITIES THROUGH ENHANCED COMMUNITY PROGRAMS, PARTNERSHIPS, PROFESSIONAL NETWORKS, AND ACCESS TO CRAFT MAKING FACILITIES AND EQUIPMENT

1. Encourage the diversity of craft produced through traditional and contemporary practices.
2. Ensure equipment and facilities are in line with industry best practices, updating and diversifying new equipment to enable ongoing interest. Provide training to staff to use and maintain equipment where appropriate.
3. Continue to develop an Artist in Residence Program to provide an opportunity for artistic exchange to grow the Central Craft membership skill base
4. Ensure current community and professional partnerships are maintained and can grow.
5. Provide national standard professional development to Central Craft staff, members, and others in Central Australia

2. SEE

PROVIDE MARKETING AND PROMOTIONAL OPPORTUNITIES WHICH PROMOTE CENTRAL CRAFT ACTIVITIES, PROGRAMS AND CRAFT SALES

1. Support projects that reflect innovative work, demonstrate new ideas and techniques, and extend critical debate within craft disciplines
2. Support the members to hold exhibitions as part of the CC Calendar of Events
3. Digitise the Alice Craft Acquisition and Wearable Art collections
4. Ensure Wearable Art Collection is maintained and restored where required
5. Document (digitise or other) the organisational story and history
6. Further develop a Public Workshop Program for adults and youth in conjunction with Araluen Exhibition Program and Museum and Art Gallery of the NT

3. COLLECT

DEVELOP DIVERSE CRAFT AND DESIGN EXHIBITIONS AND PROVIDE ACCESS TO THE ALICE CRAFT ACQUISITION COLLECTION

1. Develop a Central Craft Marketing Plan, with particular consideration for growing the tourist market
2. Design effective and efficient promotional and marketing materials and redevelop the brand
3. Increase the social media profile and use of social media to promote Central Craft, facilities and events
4. Employ a dedicated staff member to further develop the volunteer program and retail opportunities for members

4. GUIDE

MAINTAIN GOOD GOVERNANCE, OPERATIONAL SYSTEMS AND FINANCIAL SUSTAINABILITY. GOOD GOVERNANCE IS UNDERScoreD BY STRONG MEMBER ENGAGEMENT.

1. Strengthen Board engagement and participation
2. Continue to diversify income streams and build fundraising capability
3. Develop an endorsed set of corporate policies and procedures
4. Ensure ongoing professional accounting and audit procedures