



KUMEU**ARTS**

Strategic Plan

2023 - 2028



Te Pae Tawhiti

The distant shore beyond the horizon
What is your long term vision?



Ngā Whetū

The guiding stars
What are your values, your principles?



Ngā Motu

The islands you stop at along the way
What are your milestones, goals, objectives?



Ngā Waka

Those travelling with you
Who are your key demographics?



Tangaroa & Tāwhirimātea

What risks may blow you off course?
What enablers could help your journey?



Te Kāinga

Your launching point
What is your mission?
What skills and resources do you have?

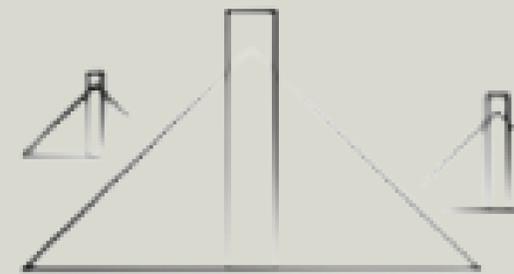
OUR JOURNEY

*Remember the distant shore you seek
as you travel.*

*Discover islands and challenges along
the way.*

Find support in your fellow travelers.

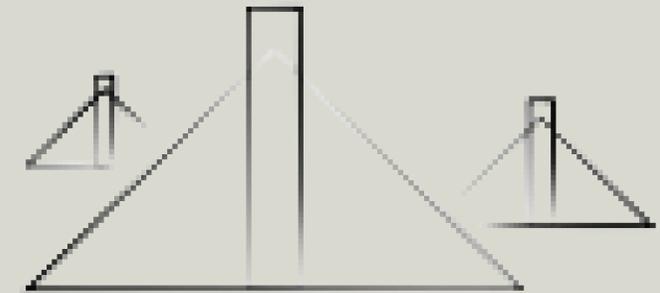
Never forget the place you set off from.





Where is Kumeu Arts now?

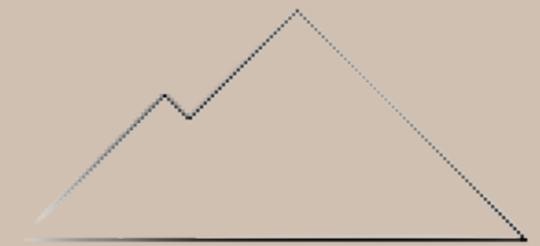
- Well supported by our local community
- Striving to improve and develop
- Situated near intensive population growth
- Optimistic
- 20 years young



- Meeting the increased demand of a larger local community
- Known more widely as a destination for arts and culture
- Used by a more diverse demographic of people
- The centre of a larger community creative 'hub'
- Financially secure & more self-sufficient
- The heart and soul of Kumeu-
Unmoveable and invaluable!



**WHERE DO WE
WANT TO BE IN
2028?**



OUR VISION



*"To Promote
and Foster a
Creative
Local
Community"*



OUR BRAND ESSENCE

***To be
open,
to inspire,
and
engage!***

HOW DO WE GET THERE?

- Identify our goals (1)
- Communicate them. Page 8 will be used for this purpose.
- Make a 'Map' (2) This is an action plan (working doc) for each goal. It assigns tasks, timeframes, and roles.
- Refer to the Map at AGMs and monthly meetings to measure our progress.
- Use a separate working doc for staff with 'ongoing tasks' (3) relating to our priority areas.



“Our goals can only be reached through the vehicle of a plan. There is no other route to success.”

— Pablo Picasso



1. GOALS

KUMEU ARTS FUTURE FOCUS - OUR GOALS

INCREASE YOUTH ENGAGEMENT

Support young people, offer a safe space, and remove barriers.



BUILD & SUSTAIN A VIBRANT EVENT SCHEDULE

Encourage Community Collaboration.



INCREASE DIVERSITY

Widen participation, and engagement with a broader demographic.



IMPROVE OUR SPACE

Add value and improvements to the exterior and interior spaces.



OUR GOALS.

RATIONALE.

1. YOUTH ENGAGEMENT

2. EVENT SCHEDULE

3. INCREASE DIVERSITY

4. IMPROVE OUR SPACE

- 
- We are not serving this age group enough.
 - We recognise a need in our community and believe we can help improve social outcomes.
 - Our funders also identify this group as one in need of more assistance.
 - We aim to 'be open' to all and not discriminate.
 - Working with youth can be inspiring and uplifting.

OUR GOALS.

RATIONALE.

1. YOUTH ENGAGEMENT

2. **EVENT SCHEDULE**

3. INCREASE DIVERSITY

4. IMPROVE OUR SPACE

- 
- We want to increase participation.
 - Events raise our exposure to larger audiences.
 - We can bring in more community collaborations through events.
 - Events can help demonstrate our key function to our community.
 - We want to utilize the exterior space.

OUR GOALS.

RATIONALE.

1. YOUTH ENGAGEMENT

2. EVENT SCHEDULE

3. **INCREASE DIVERSITY**

4. IMPROVE OUR SPACE

- We want to increase participation.
- We are currently used by a relatively small demographic of people.
- We would like to encourage more people of all ethnicities and ages to participate.
- We have obligations to our funders to meet outcomes for Māori and Pacifica people.
- We recognize the Treaty of Waitangi principles.

OUR GOALS.

RATIONALE.

1. YOUTH ENGAGEMENT

2. EVENT SCHEDULE

3. INCREASE DIVERSITY

4. **IMPROVE OUR SPACE**

- We want to make improvements to functionality and comfort for users and staff.
- We would like to add value and beautify our environment.
- Adding public artwork to the exterior spaces adds interest and brings people to us.
- We can support artists and include our community by involving them in projects.
- We can create a sense of a 'shared space'.

OUTCOME STATEMENTS - MEASURING GOALS

INCREASE YOUTH ENGAGEMENT

BUILD & SUSTAIN A VIBRANT EVENT SCHEDULE

INCREASE DIVERSITY

IMPROVE OUR SPACE

HOW WILL WE KNOW WE HAVE ACHIEVED THIS?

Short term

2023

- 5% increase in participation by more young people (age 14 -21)
- Work is underway to establish an ongoing group

- Successful Matariki & Sculpture Tour utilizing Hub
- 2nd Annual Makers Market
- Planning/Funding applications for Arts in Action (summer 2024) Underway

- Maori participation in an exhibition, workshop, or event
- 5% increase in participation by a broader range of people - ethnicity inc; Pacifica
- 2% increase male participation
- 2-3 new workshops or classes

- Plans developed for new entrance & desk - timeframe for project set
- Plans developed for upstairs improvements - timeframe set

Long term

by 2028

- 10% increase in participation by more young people (age 14 -21)
- An established ongoing group attended by 'youth'

- 4-5 key annual events established including Matariki, KAA, Makers Markets & AiA
- All events largely attended
- Collaborations with other user groups in Hub established

- Maori & Pacifica more regularly involved
- On going workshop in 1 or more Maori art form
- 10% increase in participation by a broader range of people - ethnicity Inc; Pacifica.
- 5% increase male participation
- 5 new workshops or classes

- Upstairs redecorated, new flooring, cupboards etc
- New entrance and Desk completed
- Outside space developed with more plants, shade, sculpture & linkage between buildings (cover or arch)
- Graffiti wall

2. THE MAP

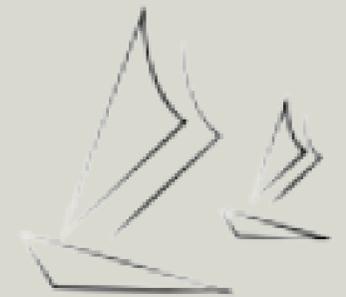


THE MAP

This online working document will be used to create the path and people to help us deliver the strategy.



It is recommended that we refer to this to measure our progress on a quarterly basis at the AGM and other meetings using the traffic light system included.



[LINK](#)
[for internal use](#)

POTENTIAL PROJECTS



	Major Projects	Estimated costs	Funding	Motivators
2023	Entrance & Reception Desk	\$50K	Lotteries? depending on 2023 funding	Linkage & visibility. Security & staffing. More functional gallery space & desk. Window display. General Aesthetic. H & S. Gantry removed.
2024-2026	<ul style="list-style-type: none"> • Upstairs renovations • Arts in Action 	<ul style="list-style-type: none"> • \$15-25K • \$7-10K 	<ul style="list-style-type: none"> • Lotteries • Pub Charity 	<ul style="list-style-type: none"> • Functionality for tutors and users. Space utilized. H&S. New Flooring. • See Goals - Key Event back
IDEAS 2026-2028	<ul style="list-style-type: none"> • Developments to exterior, landscaping, more shade, sculpture • Graffiti wall • Artists in residence 	TBC	TBC	<ul style="list-style-type: none"> • Refer to goals 2 & 4 • Refer to goals 1, 2 & 4 • Refer to goals 1, 2, 3 & 4 • Refer to goals 2,3 & 4

3. ONGOING TASKS

ON-GOING TASKS



While these tasks still form part of our longer-term strategy they can be seen as 'ongoing' and not limited to specific timeframes. They relate to priority areas as identified in our previous Strategic Plan

LINK for Internal Use

This is a working document that staff can refer to. It will help guide new (and current) staff and may be used in meetings and performance reviews.

END NOTE

“If you want to build a ship, don’t drum up the men to gather wood, divide the work, and give orders. Instead, teach them to yearn for the vast and endless ocean.”

— Antoine de Saint-Exupéry

This strategy can help direct Kumeu Arts on a positive pathway to success. However, for it to be effective we must use the tools and resources we have created. It will only be useful if our staff and committee focus on the distant shore. We must also communicate our strategy to our audience so that they are included and aware of our intentions.



***To be
open,
to inspire,
and
engage!***

THANKS TO...

The sub-committee strategy group:

Michelle Reid

Mindy Catt

Emma Springford-Gough

Te Taumata Toi-A-Iwi and Auckland Council for providing 'The Building Great Strategy programme'.

Oliver Sealy (Augusto), Kaan Hiini, Rachael Trotman, Kerryanne Nelson, and Robin Hickman for their content.

Images from 'The Te Pae Tawhiti Strategic planning framework' created by Kaan Nelson have been used throughout.

The image on page 2 shows

"Stephen, Margie, Darren, Sha, Sheila, and others on the very first day when we had to climb the fence and take the door off the hinges to get inside the Arts Centre to occupy it!" CR



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Jago Neal - 2022