

Strategic Plan 2021 - 2023

Vision

To provide creative opportunities for the community to enjoy and benefit from the arts in an inclusive and vibrant precinct.

Goals

- To provide art as a catalyst for learning, social connectivity, intergenerational opportunities, and community well-being
- To offer a diverse program of activities that reflect the changing interests of the public
- To promote, protect and improve the historical, cultural and environmental importance of the Atwell precinct for future generations
- To be an arts hub providing support to other creative groups
- To provide an attractive and welcoming space for artists to exhibit and promote their art.
- To ensure that Melville Community Art Association is well governed, locally connected and financially sustainable

Values

- We believe that art is essential for the wellbeing of the individuals and the community
- We are inclusive and respectful
- We are welcoming and are open to all comers
- We champion access to art for all and foster a love of art
- We value the environment, culture and tradition

Our community

Atwell Art Centre has over 500 members and provides regular art classes for around 300 individuals each term. Our student range in age from 5 to 95. Many of our regular students have been visiting the centre for more than 20 years. Some of our younger students are following in their parent's footsteps. As well as regular term classes, we offer workshops and short courses in various art forms.

Our teachers are key to our success. They cover many different styles and media including oils, pastels, watercolour, drawing and cartooning. All our teachers are artists in their own right. Many of the workshops are delivered by professional artists sharing their knowledge with the local art groups.

Our centre is home to several groups. The Alfred Cove Art Society meets monthly to host demonstrations, get together to share ideas and socialise. There are around 70 members. The South of the River Potters club has been part of the centre for many years, using the sheds outside for creating and firing ceramics. They will continue to be a part of the centre with the building of the new ceramics studio in 2021. The Atwell Spinners have 25 members and meet weekly on the veranda of the house. There are also a couple of small groups who meet weekly to paint together. We have a portraiture group and Sunday life drawing sessions.

In 2021, we began a new partnership with Melville cares to provide services for their clients providing art therapy to support inclusiveness, mental wellbeing and intergenerational connections. We are also in discussion with Fremantle Mind Inc and Youth Focus to deliver combined programs from the centre.

Through our Youth Art Awards, we engage with schools across Perth, showcasing the talent of Year 7 – 12 students. We are planning to engage further with our neighbouring primary schools after a very successful exhibition undertaken by Palmyra Primary School in 2020.

Our three-year vision

Atwell Art Centre and Gallery has been operating for over 50 years. Our location is one of our strengths with highway visibility and a heritage building. The lease of the buildings from the City of Melville allows the Melville Community Arts Association to deliver art classes, host art groups and provide access to gallery space for the community.

Our facilities are now showing the effects of age and, over time, have become less suitable for the services we want to deliver. The approval of the new ceramic studio provides an impetus to explore how we can improve the facilities and create a vibrant community arts precinct. In addition, the City of Melville is currently developing its Attadale and Alfred Cove Foreshore Master Plan of which Atwell Art Centre is a key component. There is a lot of energy within the MCAA to work with stakeholders and partners to develop our facilities to meet community needs into the future.

Our long-term goal is to expand and improve the facilities at the site to include new dedicated art teaching studios and an improved gallery, in line with the new ceramics studio to be built in 2021 by the City of Melville. We will engage community support for the development, undertake fundraising and work with the City to refine the vision.

Our immediate priorities are to improve our current facilities as best we can, increase the capacity to better deliver current and new classes and trial new services. We continue to work on the partnerships with Melville Cares, Youth Focus, Fremantle Mind Inc. and local schools.

We will be offering new classes to meet a broader range of community needs with a specific focus on attracting older teenagers and young adults. We will open the centre to more evening and weekend classes to be more accessible. We will refresh our image and branding and have begun a review of our website to improve our ability to interact with our customers.

MCAA Our 2021 priorities

Goal 1: To provide art as a catalyst for learning, social connectivity, intergenerational opportunities, and community well-being

2021 Priorities: <ul style="list-style-type: none">• To trial a partnership with Melville cares to offer a service for their clients• To build partnerships with other social organisations to build a program of activities that meet their needs• To trial several activities targeted at building intergenerational relationships	2021 Outcomes <p>We will have delivered new services to vulnerable groups within the community and have developed a plan to expand art as therapy.</p>
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Goal 2: To offer a diverse program of activities that reflect the changing interests of the public

2021 Priorities <ul style="list-style-type: none">• To review our offer in the context of member and stakeholder feedback and identify new opportunities• To review our marketing and communication strategy to improve our engagement across with customers, members and stakeholders	2021 Outcomes <p>Our classes will be diverse and responsive to customer needs. We will have a new website in place to ensure better engagement with our customers and stakeholders.</p>
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Goal 3: To promote, protect and improve the historical, cultural and environmental importance of the Atwell precinct for future generations

2021 Priorities: <ul style="list-style-type: none">• To develop and improve our facilities allow us to achieve our vision by actively seeking and pursuing opportunities to access funding for development.• To be a significant participant in the development of the Attadale Alfred Cove Foreshore Master Plan.	2021 Outcomes <p>We will have identified funding for upgrading our facilities and will ensure Atwell House needs are included in the Foreshore plan.</p>
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Goal 4: To be an arts hub providing support to other creative groups

<p>2021 Priorities:</p> <ul style="list-style-type: none"> • Review our relationship with current groups that are based in Atwell House and clarify their needs so that we can work together more productively • More formally engage with the schools in the area 	<p>2021 Outcomes</p> <p>We will be regularly meeting with local schools to ensure we support their art activities. The new ceramic studio will be incorporated into our management in cooperation with SOTRP.</p>
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Goal 5: To provide an attractive and welcoming space for artists to exhibit and promote their art.

<p>2021 Priorities:</p> <ul style="list-style-type: none"> • Benchmark our gallery costs against other venues to ensure we are providing value for our customers • Build relationships with community art groups in the regions that might wish to hold Perth based exhibitions • Build the skills of our staff and volunteers in managing exhibitions 	<p>2021 Outcomes</p> <p>Our gallery will be highly sort after by diverse customers and will allow others to learn the art of curation</p>
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Goal 6: To ensure that Melville Community Art Association is well governed, locally connected and financially sustainable

<p>2021 Priorities:</p> <ul style="list-style-type: none"> • To review our governance and ensure a sustainable succession plan is in place to keep MCAA connected to the broader community it serves • To improve our operating efficiency so that our limited resources can be more usefully deployed in delivering our services • To improve our communication with members and the public 	<p>2021 Outcomes</p> <p>We will have strong governance with a succession plan in place. Our internal processes will be streamlined reducing administration costs. Our marketing and communication, including external signage will be significantly improved</p>
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