



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

Melville Arts @ Atwell House has over 800 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. Many 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 x years and will continue to be a part of the centre with the building of the new Karlup ceramics studio in 2021. The Atwell Spinners have xx 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 will be beginning 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 MyLocalMind 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 40 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 aim 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. This extends to the Melville Bowling Club to create an active, progressive precinct within the City of Melville

Our long-term goal is to expand and improve the facilities at the site to include new dedicated art teaching studios and a more modern, spacious gallery, in line with the new Karlung ceramics studio to be built by mid-2022 by the City of Melville.

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 engage community support for the proposed development and undertake active advocacy and fundraising to promote the project. We also continue to work on the partnerships with Melville Cares, Youth Focus, MyLocalMind 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 launch a new website to improve our ability to interact with our customers.

Our priority areas

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

<p>2021 Priorities:</p> <ul style="list-style-type: none"> To trial a partnership with Melville Cares to offer a service for their clients To begin build partnerships with other social organisations to build a program of art therapy and mental health activities that meet their needs 	<p>2022 - 2023 Outcomes</p> <p>We trialled new services to vulnerable groups within the community through our relationship with Melville Cares. We made progress connecting with other organisations</p>
<p>2022 Priorities</p> <ul style="list-style-type: none"> To formalise our relationship with Melville Cares and build a program of activities To develop relationships with Youth Focus and MyLocalMinds Inc. to trial programs to support good mental health To showcase the value of art therapy and mental health initiatives and the well-being benefits it provides 	<p>2022 - 2023 Outcomes</p> <p>Art therapy/creative expression is embedded in our offer We will have an offer for adolescents Our new partnerships are functional, and programs have been activated</p>
<p>2023 Priorities</p> <ul style="list-style-type: none"> We will build on our trial programs to offer an effective program to support community well-being 	<p>2022 - 2023 Outcomes</p> <p>We are known as a place that offers community inclusion</p>

Goal 2: To offer a diverse program of activities that reflect the changing interests of the public

<p>2021 Priorities</p> <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 	<p>2022 - 2023 Outcomes</p> <p>We will offer some classes in broader arts topics. We will have a new website in place to ensure better engagement with our customers and stakeholders.</p>
---	---

<p>2022 Priorities</p> <ul style="list-style-type: none"> • We will develop better networks and community engagement as a result of improved marketing. • To broaden our range of classes to provide services relevant to late teens and young adults. • We will engage with the City of Melville's development and delivery of their cultural plan to meet some of the community needs 	<p>2022 - 2023 Outcomes</p> <p>We are offering a broader range of classes. We will have contributed to improving access to arts in our region.</p>
<p>2023 Priorities</p> <ul style="list-style-type: none"> • We will undertake research on current community needs. • We will work to increase the involvement of diverse cultural groups in our area. 	<p>2022 -2023 Outcomes</p> <p>Melville Arts is known for the interesting and changing offering across many arts areas.</p>

Goal 3: To promote, protect and improve the historical, cultural, and environmental importance of the Atwell precinct for future generations

<p>2021 Priorities:</p> <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. 	<p>2022 - 2023 Outcomes</p> <p>We will have identified funding for upgrading our facilities and will ensure Atwell House needs are included in the Foreshore plan.</p>
<p>2022 Priorities</p> <ul style="list-style-type: none"> • We will continue pursuing funding for an upgrade to the centre working with COM, State and Federal governments and further build community support for the precinct. • We will maintain or engagement with relevant authorities to have a voice in future plans for local infrastructure such as access and parking. 	<p>2022 – 2023 Outcomes</p> <p>We will have a commitment for funding of the improvements in the 22/23 budget.</p>
<p>2023 Priorities</p> <ul style="list-style-type: none"> • We will continue to engage with other local organisations to further develop the precinct and identify opportunities to enhance the local environment 	<p>2022 - 2023 Outcomes</p> <p>Melville Arts @ Atwell House is a valued and effective contribution to life in the area and is known for its community contribution.</p>

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 the Atwell arts precinct and clarify their needs so that we can work together more productively • More formally engage with the schools in the area 	<p>2022 - 2023 Outcomes</p> <p>The new Karlup ceramic studio will be incorporated into our management in cooperation with SOTRP. We have begun to identify and build relationships with compatible organisations.</p>
<p>2022 Priorities</p> <ul style="list-style-type: none"> • Review membership for both individuals and group members to ensure we are providing value and benefits. • Continue to work with schools to support access to the arts. 	<p>2022 - 2023 Outcomes</p> <p>We will have new groups finding a home at the Atwell arts precinct. We will have supported some arts activities in schools</p>
<p>2023 Priorities</p> <ul style="list-style-type: none"> • We will continue to engage across the community to help improve access to art for all including diverse cultural and arts groups. 	<p>2022 - 2023 Outcomes</p> <p>We have a strong network across the arts sector and provide resources and support for other community groups</p>

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 	<p>2022 -2023 Outcomes</p> <p>Our gallery is attracting new clients and exhibitions and offers a more flexible exhibition space.</p>
<p>2022 Priorities</p> <ul style="list-style-type: none"> • We will trial different costing options to encourage a greater diversity of exhibitors • We will build the skills of our staff and volunteers in managing exhibitions 	<p>2022 - 2023 Outcomes</p> <p>The gallery is better known, and we have a growing mailing list of clients.</p>

<ul style="list-style-type: none"> We will review our signage to make the centre more visible and attract new patrons. 	We have a strong cohort of gallery volunteers.
<p>2023 Priorities</p> <ul style="list-style-type: none"> We will work to make the gallery a popular destination and known for offering access to a variety of art 	<p>2022 - 2023 Outcomes</p> <p>We have strong forward bookings and provide a space for diverse groups and individuals to exhibit</p>

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 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 image and develop consistent branding 	<p>2022 - 2023 Outcomes</p> <p>We have a functional governance structure with a diversity of skills. Our internal processes have been reviewed and streamlined reducing administration costs. We have new branding.</p>
<p>2022 Priorities</p> <ul style="list-style-type: none"> We will develop a marketing plan to promote our brand and our services to increase income. We will review our pricing and associated financial arrangements 	<p>2022 - 2023 Outcomes</p> <p>Income is increasing through member growth, increased class attendance and better cost management.</p>
<p>2023 Priorities</p> <ul style="list-style-type: none"> Our governance and administration are streamlined and appropriate to take the organisation forward. We are able to invest in new programs and improve community services. 	<p>2022 - 2023 Outcomes</p> <p>We have succession plans in place to ensure ongoing success We are financially secure and can invest in the community.</p>