# Goals and Strategies

## Vision

A dynamic context through which contemporary art and contemporary art communities flourish

## Mission

To be a lead developer and presenter of Tasmanian contemporary art

## Values

<table>
<thead>
<tr>
<th>Core values:</th>
<th>Common values:</th>
<th>Emergent values:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leadership, contemporaneity, professionalism, provision of opportunity, generosity</td>
<td>Excellence, integrity, respect and resilience</td>
<td>Autonomy, connectivity / experience, impact</td>
</tr>
</tbody>
</table>

## Goals

- **Advance Tasmanian contemporary art and artists**
- **Create an expansive environment for contemporary art and artists**
- **Activate contemporary art as a vital part of everyday life**
- **Demonstrate creative leadership and ensure sustainability**

## Segments

<table>
<thead>
<tr>
<th>ART &amp; ARTISTS</th>
<th>OPERATING &amp; SECTORAL REACH</th>
<th>PUBLIC &amp; CULTURAL INTERFACE</th>
<th>LEADERSHIP &amp; MANAGEMENT</th>
</tr>
</thead>
</table>

## Programs

- **ART & ARTISTS**
  - Gallery
  - Artist development
  - Studios
- **OPERATING & SECTORAL REACH**
  - Touring
  - Partnerships
  - International connection
- **PUBLIC & CULTURAL INTERFACE**
  - Engagement
  - Digital programs
  - Strategic marketing
- **LEADERSHIP & MANAGEMENT**
  - Artistic leadership
  - Governance
  - Sustainability

## Strategies

- **Advance Tasmanian contemporary art and artists**
  - Use CAT’s niche strengths to improve its programs and benefit the art sector
  - Understand and respond to the changing needs and aspirations of Tasmanian contemporary art and artists
  - Integrate the suite of CAT programs and raise their value for participating artists
  - Seek housing options to accommodate CAT’s future aspirations
- **Create an expansive environment for contemporary art and artists**
  - Ensure Touring activity promotes and supports Tasmanian contemporary art and artists
  - Enter into partnerships that align with CAT’s values and are mutually beneficial
  - Create an environment of critical engagement, open dialogue and cultural exchange
- **Activate contemporary art as a vital part of everyday life**
  - Promote CAT as a destination for contemporary art through exhibitions, public programs, education and digital programs
  - Ensure that CAT is known by local, national and international peers and audiences
  - Engage key decision makers and stakeholders regarding investment in CAT
- **Demonstrate creative leadership and ensure sustainability**
  - Ensure that CAT’s artistic direction is well articulated and foundational to all its activities
  - Ensure that CAT has a best practice model to manage risk and sustain operations
  - Ensure that CAT has the right set of personnel to realise its vision with a culture that nurtures, supports and values its people