

# Goals and Strategies

<b>Vision</b>	<b>A dynamic context through which contemporary art and contemporary art communities flourish</b>			
<b>Mission</b>	<b>To be a lead developer and presenter of Tasmanian contemporary art</b>			
<b>Values</b>	<b>Core values:</b> Leadership, contemporaneity, professionalism, provision of opportunity, generosity	<b>Common values:</b> Excellence, integrity, respect and resilience	<b>Emergent values:</b> Autonomy, connectivity / experience, impact	
<b>Goals</b>	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
<b>Segments</b>	<b>ART &amp; ARTISTS</b>	<b>OPERATING &amp; SECTORAL REACH</b>	<b>PUBLIC &amp; CULTURAL INTERFACE</b>	<b>LEADERSHIP &amp; MANAGEMENT</b>
<b>Programs</b>	<ul style="list-style-type: none"> <li>• Gallery</li> <li>• Artist development</li> <li>• Studios</li> </ul>	<ul style="list-style-type: none"> <li>• Touring</li> <li>• Partnerships</li> <li>• International connection</li> </ul>	<ul style="list-style-type: none"> <li>• Engagement</li> <li>• Digital programs</li> <li>• Strategic marketing</li> </ul>	<ul style="list-style-type: none"> <li>• Artistic leadership</li> <li>• Governance</li> <li>• Sustainability</li> </ul>
<b>Strategies</b>	<ul style="list-style-type: none"> <li>• Use CAT's niche strengths to improve its programs and benefit the art sector</li> <li>• Understand and respond to the changing needs and aspirations of Tasmanian contemporary art and artists</li> <li>• Integrate the suite of CAT programs and raise their value for participating artists</li> <li>• Seek housing options to accommodate CAT's future aspirations</li> </ul>	<ul style="list-style-type: none"> <li>• Ensure Touring activity promotes and supports Tasmanian contemporary art and artists</li> <li>• Enter into partnerships that align with CAT's values and are mutually beneficial</li> <li>• Create an environment of critical engagement, open dialogue and cultural exchange</li> </ul>	<ul style="list-style-type: none"> <li>• Promote CAT as a destination for contemporary art through exhibitions, public programs, education and digital programs</li> <li>• Ensure that CAT is known by local, national and international peers and audiences</li> <li>• Engage key decision makers and stakeholders regarding investment in CAT</li> </ul>	<ul style="list-style-type: none"> <li>• Ensure that CAT's artistic direction is well articulated and foundational to all its activities</li> <li>• Ensure that CAT has a best practice model to manage risk and sustain operations</li> <li>• Ensure that CAT has the right set of personnel to realise its vision with a culture that nurtures, supports and values its people</li> </ul>