

# Strategic Plan 2024 - 2027

<b>Introduction</b>	<b>2</b>
<b>Strategic Purpose</b>	<b>3</b>
• Purpose	3
• Vision	4
• Values	4
• Goals	5
<b>Goals &amp; strategies</b>	<b>6</b>

## Introduction

### **About the Association**

The Australian Ceramics Association (TACA) works within a generous grassroots community of ceramic artists and potters, serving members in all states and territories. This community is foremost in our strategic plan. Membership is open to everyone interested in Australian ceramics, including professional ceramicists and potters, hobbyists, teachers, students, curators, collectors, writers and enthusiasts. With a focus on diversity, TACA is inclusive of people working creatively with clay. We partner with those who provide services and opportunities to our members, such as suppliers, competition organisers, artist residencies, workshops, classes and tertiary ceramics education.

TACA traces its origins to 1956 when a passionate and dedicated group of potters created the Potters Society of New South Wales based in Sydney, which became the Potters Society of Australia in 1967 and The Australian Ceramics Association from 2002. We currently have more than 1,500 members, a small but dedicated team of employees and contractors, and a board of seven voluntary directors. TACA is a not-for-profit company limited by guarantee.

### **Our strategy**

Our strategy for 2024-27 focuses on expanding our association to ensure we have a compelling, national, presence. It seeks to reinforce our projects, partnerships and programs and ensure they have a positive and measurable impact on the ceramics community. Achieving the specific goals of this strategic plan requires us to hone our focus on the needs of our members and our offering to prospective members. This includes responding effectively to change, strengthening our financial position, improving operational processes, and enhancing our capabilities.

We enter into this period following a period of change. We have farewelled a longstanding leader and welcomed a new one. We have been challenged by changes in the insurance sector and negotiated a way forward for our members. Transition periods are times that demand a lot of our team, and we appreciate the steadfast support we have received. This plan is especially important as it lays out a pathway forward through uncertainty and into new growth and evolution.

## **Strategic Purpose**

### **Purpose**

As the only unifying national body, we bring together organisations, groups and individuals to celebrate, promote and expand a diverse and vibrant community dedicated to Australian ceramics.

We do this by offering multiple levels of engagement and education through publications, events and online learning. The Journal of Australian Ceramics is a tri-annual print and digital publication that presents contemporary conversations about ceramics practice. Our Australian Ceramics Triennale is a flagship event that brings together a nation of makers over five days through keynote speakers, workshops, masterclasses and exhibitions, where the breadth of the community is shared. National event initiatives such as the annual Open Studios and members' exhibitions provide visibility for makers and connect ceramicists with broader audiences. We share information within and about our community of members in many ways, including social media platforms and online forums with over 90k followers, our Artist Directory and the Touch Clay Weekly newsletter. We hold members' exhibitions and partner with other organisations to increase access to opportunities for our community.

## Vision

Ceramics in Australia is celebrated in all its diversity. Practitioners at all levels of experience are inspired to engage with the medium and feel supported to achieve their creative ambitions and excel in their careers.

## Values

### **Community-led**

Sharing power, creating connections and uplifting community

### **Respectful**

Honouring histories, knowledges and diverse perspectives

### **Inclusive**

Embracing diversity of people and practice

### **Integrity**

Committing to transparent, sustainable and fair practices

## Goals

- 1. Increase access to creative and professional development for members.**
- 2. Foster an inclusive and supportive community among our members.**
- 3. Share, celebrate and elevate the profile, reputation and value of ceramics in Australia.**
- 4. Ensure TACA's financial sustainability and resilience to build our capacity to meet our ambitions.**
- 5. Strengthen our organisation through fit-for-purpose, values-led practices and partnerships.**

## Goals & strategies

### 1. Increase access to creative and professional development for our members

#### Strategy

- Promote and support **professional and creative development** opportunities for members at all stages in their ceramics journey
- Develop a **mentoring** program to create a structure for knowledge sharing amongst our community

### 2. Foster an inclusive and supportive community among our members

#### Strategy

- Create opportunities for members to **connect** and experience a sense of community
- **Include and represent** Australian ceramics in all its diversity

### 3. Share, celebrate and elevate the profile, reputation and value of ceramics in Australia

#### Strategy

- **Advocate** on behalf of the Australian ceramics community to relevant government bodies and arts organisations
- Build ongoing, meaningful **relationships** with other arts organisations that help advance our goals
- **Share** and **celebrate** Australian ceramic work with the broader community
- **Create opportunities** for our member community to promote their creative and commercial practice
- Build on efforts to **inspire, promote and celebrate ceramics** through the *Journal of Australian Ceramics*

**4. Ensure TACA's financial sustainability and resilience to build our capacity to meet our ambitions**

**Strategy**

- **Increase fundraising capacity and income** for specific projects/programs
- **Increase and diversify earned income**
- Automate processes, improve user experience and **develop a digital platform** for future growth
- Increase and promote **membership**

**5. Strengthen our organisation through fit-for-purpose, values-led practices and partnerships**

**Strategy**

- **Consolidate transition to remote working** under the leadership of our new CEO and align with industry employment and workplace practices
- **Review TACA's governance** to increase transparency and preference community-led and inclusive models
- Ensure plans and processes are in place to ensure **business continuity**
- Improve our **partnerships framework** for the development of strategic initiatives with state-based organisations, regional and local groups