

OCTAPOD

STRATEGIC PLAN 2021-2022

Octapod is a not-for-profit organisation offering business services, funding and opportunities to experimental and emerging artists to create and showcase their art.

We're redesigning ourselves this year and next to better serve the needs of the artistic community in our area.

OUR VISION is to help every creative take off or take a risk.

OUR MISSION is to provide professional services, support and investment for experimental and emerging artists and arts workers across disciplines in the Hunter region so they can make art and learn the business as they grow.

OUR VALUES

INNOVATION

Creativity, new ideas and experimentation are critical to a thriving and inclusive arts and cultural sector. We encourage innovation.

DEVELOPMENT

We're committed to enabling the viability and resilience of the arts and cultural sector across the Hunter Region. Our services are designed to build up, empower and enable our creative community.

COLLABORATION

Successful collaborations are respectful, equal and reciprocal. We initiate and support sustainable, collaborative opportunities for communities.

INCLUSION

A diverse creative community provides meaning and cultural value to a region. We acknowledge the importance of community participation through strategies that support access and inclusion in the arts.

OUR AUDIENCE

Experimental, emerging and independent artists and arts workers including art academics, students, researchers, critics, writers and thinkers in the Hunter - Newcastle, Port Stephens, Lake Macquarie, Maitland and Cessnock.

OUR GOALS

1. POSITION THE HUNTER AS THE GO-TO REGION TO EXPERIENCE EXPERIMENTAL ART IN AUSTRALIA
2. DEVELOP AND GROW THE EMERGING AND EXPERIMENTAL ARTISTIC COMMUNITY
3. BUILD A STRONG AND SUSTAINABLE ORGANISATION
4. MAINTAIN AND FOSTER MUTUALLY PRODUCTIVE PARTNERSHIPS

OUR PLAN

GOAL 1: POSITION THE HUNTER AS THE GO-TO REGION TO EXPERIENCE EXPERIMENTAL ART IN AUSTRALIA

STRATEGY	MEASURE 2021	MEASURE 2022
Present the annual This is Not Art Festival	Present This is Not Art Micro Festival in March and October	Present This is Not Art Festival in October
Promote opportunities to experience experimental art to a broad audience	Devise a festival rebrand and communications strategy	Program of activities including This is Not Art Festival
Advocate for experimental artists and their work	Sponsor new experimental art prize in Newcastle Emerging Art Prize (NEAP)	Offer a national experimental art prize
Strengthen the story of experimental art in the region	Merge Octapod with Critical Animals and undertake rebrand	Consolidate new brand and suite of services of combined organisation

GOAL 2: DEVELOP AND GROW THE ARTISTIC COMMUNITY

STRATEGY	MEASURE 2021	MEASURE 2022
Support artists to learn the business of art	<p>Prototype a series of business workshops in Port Stephens/Cessnock</p> <p>Auspice emerging arts organisations (including Queer and Now)</p>	<p>Expand workshop series to Newcastle, Maitland and Lake Macquarie councils</p> <p>Investigate collaboration and mentoring opportunities</p>
Create opportunities and spaces for artists to showcase their practice	Present This is Not Art Micro Festival in March and October	Prototype an experimental project with a local artist
Get money into the pockets of emerging and experimental artists	<p>Emergency relief grants for artists</p> <p>Grant funding for artists in Port Stephens and Cessnock</p>	Identify funding to extend grants

GOAL 3: BUILD A STRONG AND SUSTAINABLE ORGANISATION

STRATEGY	MEASURE 2021	MEASURE 2022
Continue to review and redesign our services in line with the needs of our customers	<p>Prototype new services identified through the redesign</p> <p>Develop a road map 2021-22</p>	<p>Implement and review services</p> <p>Test new services prior to implementation</p> <p>Develop five year strategic plan 2023-28</p>
Develop policies, processes and procedures to provide a governance framework for the organisation	<p>Create a Reconciliation Action Plan including presenting on First Nations Country</p> <p>Complete review and</p>	<p>Implement Reconciliation Action Plan</p> <p>Finalise policy suite and develop associated</p>

	adopt amended constitution Conduct a policy audit	procedures
Develop a diverse income base including government, philanthropic and corporate support	Create a fundraising plan Apply for grants from non-government and government organisations	15% of income sourced from non-government sector
Develop an advisory model with representation from experimental artists / regional artists / young people / First Nations people	Find funding source for an Advisory Group	Establish Advisory Group

GOAL 4: MAINTAIN AND FOSTER MUTUALLY PRODUCTIVE PARTNERSHIPS

STRATEGY	MEASURE 2021	MEASURE 2022
Formalise partnerships with the five Lower Hunter councils	Work closely with Port Stephens, Cessnock and Newcastle councils to rollout out programs funded via CreateNSW	Establish program of work with Lake Macquarie and Maitland according to their needs
Develop a membership strategy in line with our service redesign	Review current membership structure and benefits	Implement outcomes of membership review
Strengthen partnerships with local organisations	Mature our auspice offering and promote it to councils and artists Complement and support peer arts organisations by mentoring their artists	Program of auspicings with local councils Build network and profile after rebrand and service redesign