



BUSINESS PLAN 2023-2028

ORANGE GECKO Art Network Inc.

We are a membership-based network of professional and emerging artists. We offer connection and support for visual artists, craftspeople, photographers, photo-media artists, filmmakers and the culturally aware! We provide access to a range of services such as information, networking, training and professional development and advocacy. We are a self-help collective of artist offering many and varied forms of assistance to local regional artists.

OUR MISSION STATEMENT

To promote & facilitate the continuing development of professional and emerging visual artists in and from the Tamar Valley Region in Northern Tasmania. To support and promote the visibility and resilience of the contemporary visual arts in Tasmania, advocating for our regional arts institutions, spaces, and artists, and working for a sustainable future for our world-class contemporary visual arts sector.

OUR VISION:

Embraces the broadest range of visual and performing arts expression in a multi-disciplinary, innovative, and resilient contemporary visual arts practice.

OUR AIMS:

To assist in bridging the gap for Visual Artists from formal training to commercial viability and provide access to a range of services such as information, networking, exposure, training and professional development and advocacy.



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In achieving this vision through:

- Promoting local artists and their artworks, provide exposure for practicing regional artists.
- Facilitating ongoing Professional Development opportunities
- Committed to maintaining open and inclusive communication with all stakeholders
- Committed to creating an active and creative learning environment for all
- Supporting creativity, industry innovation, excellence and best practice
- To grow creative capacity and promote diversity and inclusion in the general community.

OUR VALUES

- We are sector led and mutually supportive.
- We celebrate the distinctiveness and different contexts of the Tamar Valley region.
- We embrace a broad range of artistic and curatorial practice.
- We recognise and draw upon the expertise of regional groups to collectively build knowledge for the sector to share.
- We are committed to collaborating and advocating for each other in order to benefit contemporary visual arts as a whole.
- We have a consistent message regionally about the network and the visual arts sector as a whole, and we encourage members to advocate these messages:



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- Contemporary visual arts are at the heart of our nation and community and are central to what makes us expressive and creative individuals within society. Art is important in our daily lives.

OUR OPERATIONAL OBJECTIVES:

- Hold arts events and arts markets
- Promote artist run space/s around the Tamar Valley regions
- Partnership collaboration with local government, local art groups and local business stakeholders (THE PIER HOTEL)
- Facilitating coordinated arts related professional development training for artist members.
- Actively pursuing the establishment of new networks and partnerships. Inclusive, accessible and equitable community cultural development of values and practice.
- Ensuring that arts and cultural development are directed and driven by bi-partisan, “grass roots” community and industry interests.
- Supports creativity, industry innovation, excellence and best practice.

Short Term Projects:

- The Watch House Arts & Makers Markets from December-March in collaboration with the George Town Placemaking Committee, other arts groups and with the support of the George Town Council.
- Street Pavement Art (small artwork coming out of pavement cracks or on walls around the region)



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- George Town Art Competition in collaboration with other arts groups in George Town.

Prospective Long-Term Projects:

- To hold the annual River Markets and Harmony Festival (Down by the River) incorporating the arts, music and family fun days in community spaces to be held in Summertime, to promote local and emerging musicians, vocalists and performing artists. Aims to be a long-term partnership project in collaboration with Eagle Lodge Spiritual Centre, local Government (George Town Council), George Town Placemaking Committee, other arts organisations in the region, local Service Club and business stakeholders like The Pier Hotel. Family Fun Cultural Days around York Cove and Elizabeth Park celebrating the wonderful Tamar River.
- Funky Fun Fish Arts Trial Project around the Tamar Valley. Stage 1 George Town, Stage 2 other regions in the Valley.
- George Town Regional Sculpture Program (PMC collaboration)

This will include an acquisitive sculpture program in collaboration with the George Town Placemaking Committee and other regional arts organisations aimed to be a long-term partnership between wineries, business stakeholders, government and the exhibiting sculptors. Sculptural works will be sited within the George Town Council municipal area as well as along the George Town to Low Head walking path.

OUR FUNDING/FINANCIAL

The Orange Gecko Art Network is a incorporated not-for-profit volunteer arts organisation based in George Town



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Funds are obtained through:

- Memberships
- Grant applications
- Donations and gifts
- In kind support
- Fundraising events (raffles and markets)
- Sponsorships
- Philanthropic organisations

The Orange Gecko Art Network Inc Management Board members are experienced in the creative arts; grant acquittals and evaluation of all their projects and events.

The Orange Gecko art network Management Board will educate their members of the obligation to adhere to:

- Relevant consumer legislation;
- Anti-discrimination legislation;

Legal requirements relating to small business management e.g. Workers compensation; business, public liability and manufacturers liability insurance provisions of the Copyright Act; and Current Occupational Health and Safety legislation.



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Members of Orange Gecko are expected to:

- Deal honestly and fairly with clients and other arts practitioners;
- Produce work of the highest possible standard, fit for the purpose for which it was intended; and
- Make use of written contracts and other standard business tool e.g. Invoices, quotations, and purchase orders.

Privacy and Confidentiality Policy Statement:

ORANGE GECKO art network is committed to ensuring the collection, use and storage of members' personal information is undertaken in such a way so as to protect members' privacy and confidentiality. ORANGE GECKO art network is bound by a number of privacy laws. These include but are not limited to the Privacy Act 1988, the Tasmanian Personal Information Protection Act 2004 and other laws, which protect member's privacy rights.