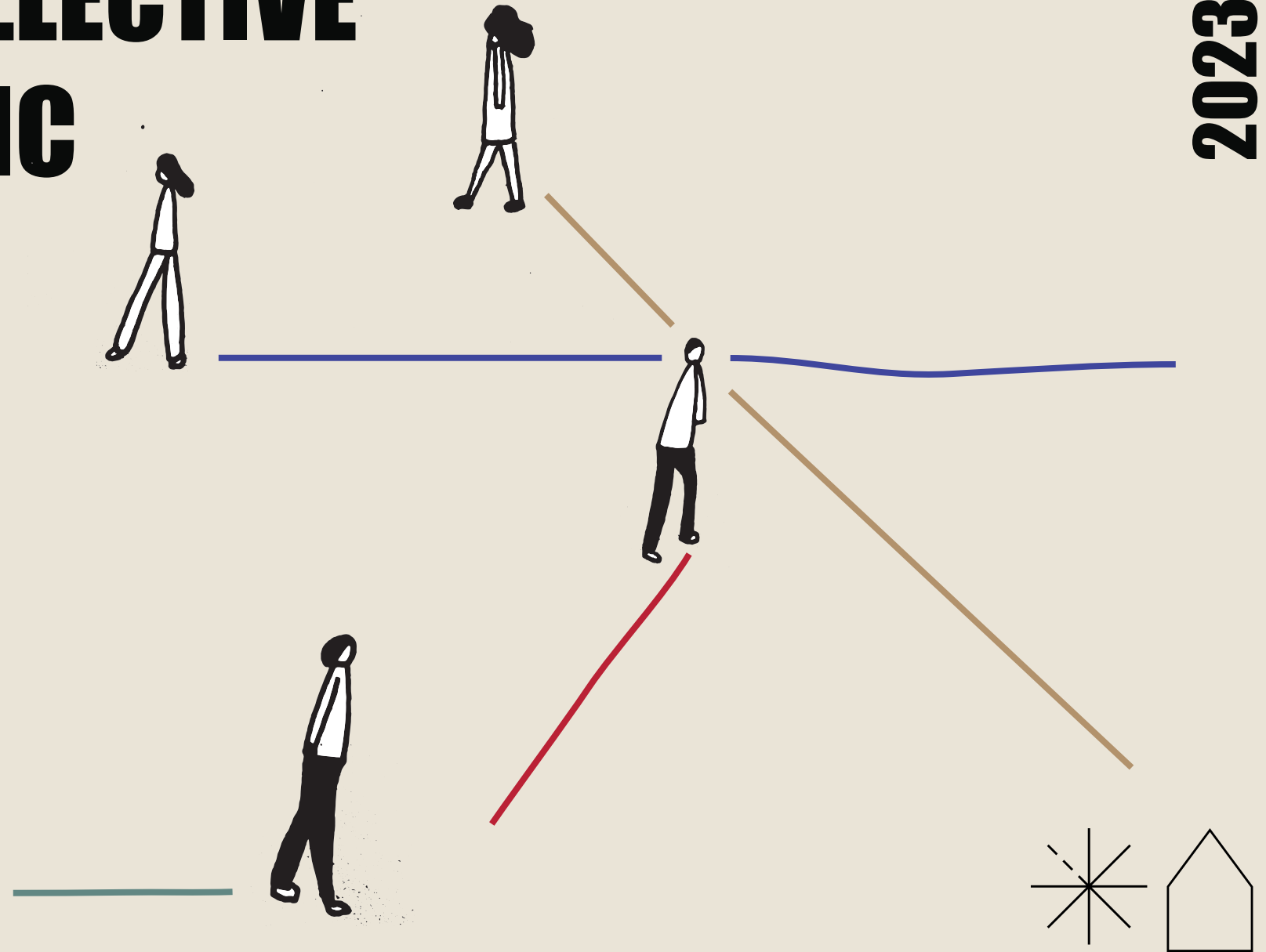


LIGHTHOUSE ARTS COLLECTIVE STRATEGIC PLAN

2023-2024



LIGHTHOUSE ARTS COLLECTIVE IS A HOME WHERE CREATIVES + COMMUNITY COME TOGETHER TO EXPERIENCE, SUPPORT + CELEBRATE THE ARTS



Photo credit: Patrick Callow

Welcoming:

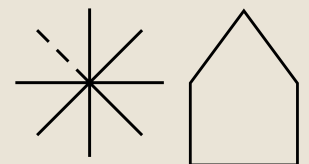
We welcome creatives and community with warmth and purpose.

Contemporary:

We strive to deliver new experiences that excite, challenge and inspire.

Passionate:

We work collaboratively with professionalism to embrace the wonder and nourishment of creativity.



GOAL

Deliver a contemporary multi-arts program that creates new and diverse opportunities for artists and audiences.

STRATEGY

Develop a core program of events and offerings to be presented at New Hall.

Develop a complimentary outreach program of workshops, festivals and activations.

Support artists with new opportunities to develop their practice.

MEASURE

Deliver a series of live presentations that encompass poetry, live music, storytelling, visual art, theatre and dance.

Strengthen our engagement with Wadawurrung Traditional Owners and First Nations People by collaborating on events such as Light Up Country.

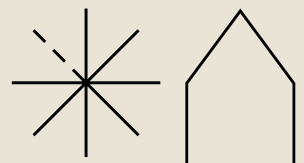
Engage with local schools and host satellite events in Point Lonsdale.

Program and host events in partnership with Queenscliff Literary Festival, Bellarine Arts Trail, Queenscliff Music Festival and other local businesses, organisations and events.

Develop an artist in residency program and host an annual makers market.



Artist: Lamine Sonko
Photo credit: Diana Sharipova



GOAL

Build capacity and accessibility for board members, contractors, artists and audience.

STRATEGY

Provide a welcoming, accessible and inclusive space.

Be highly visible in the community through active participation in regional networks and professional development.

MEASURE

Program affordability – ensure our ticketing has multiple price points which encourage and allow any member of community to participate in our events to their capacity.

Ongoing site accessibility upgrades and improved signage.

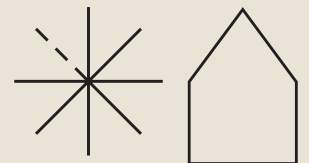
Implementation of inclusive LGBTIAQ+ signage on site.

Increase and explore professional development opportunities for board members and contractors.

Continue to contribute to Leaders of Geelong - Creative Hub Directory.



Artist: Mckisko
Photo credit: Diana Sharipova



GOAL

**Be a relevant,
reputable and
sustainable arts
organisation.**

STRATEGY

Remain financially secure and sustainable.

Maintain and expand our human resources.

Maintain and strengthen relationships with stakeholders.

MEASURE

Actively pursue grant opportunities and strengthen engagement with local councils.

Explore philanthropic avenues of support.

Explore viability of Lighthouse membership roleout.

Host annual fundraising dinner and auction.

Continue to finance role of Creative Director.

Consider other paid employee opportunities and internships.

Facilitate annual review and renewal of Board positions.

Review and renew partnership agreement with Uniting Queenscliff.

Continue to build our volunteer network and provide capacity building opportunities for volunteers.



Artist: Baby Velvet
Photo credit: Diana Sharipova

