

# artentwine

## sculpture biennial

### **BUSINESS PLAN 2016-2022**

#### **EXECUTIVE SUMMARY:**

The success of the 2014 artentwine experience was accomplished with the significant support of the West Tamar Council, Bell Bay Aluminium and the Wineries.

Over the next four years the Artentwine Sculpture Biennial & Symposium will provide increased benefits to the community, tourism, economical viability & recognition of the contribution of the West Tamar Council and other sponsors.

It is anticipated that as these benefits increase the costs will decrease.

#### **MISSION STATEMENT:**

**THE WEST TAMAR ARTS GROUP INC. IS COMMITTED TO PROMOTE THE ARTS AND BUILD COMMUNITY CAPITAL AND CULTURAL DEVELOPMENT FOR THE PEOPLE OF THE TAMAR VALLEY.**

#### **OBJECTIVES:**

West Tamar Arts Group Incorporated aspires to produce a high profile event by 2020 with the support of the West Tamar Council for the acquisitive prize and funding for a professional curator.

The artentwine sculpture biennial will educate and promote Sculpture in all its forms, to support the development of a Sculpture Walk and other sculpture collections as they occur.

To create a partnership between artists and the community to provide inclusive sculptural artistic experiences for all.

To collect and disseminate information to support visual artists and the furthering of sculpture in the Tamar valley.

To print and publish for the benefit of West Tamar Arts Group members friends and sculptors.

To build partnerships with relevant parties; Businesses, corporations, local council and government.

To increase our artentwine brand awareness encouraging tourism and its economic benefits.

Partnerships with other organisations in the arts and wider community.

Inclusive community engagement.

Accessing skills and talents of the Tamar Valley arts community.

## **AIMS:**

Our aim is to build business and equal opportunity partnerships with interested parties  
Raise the profile and sustainability of artistic practices including sculpture, installations and ephemeral works.

To encourage and develop the artistic potential of all residents in our community.

To encourage the many health and wellbeing benefits from participating in community arts.

To provide a diverse range of art and cultural events.

Promote our region, its values and attributes.

Collaborate with the University of Tasmania Visual and Performing Arts Faculty and students to create a working relationship within the West Tamar.

Being socially inclusive and responsive to the community's needs.

Our ultimate aim is to make the biennial event of Artentwine, a unique artistic and tourist experience.

## **OPERATIONAL OBJECTIVES:**

To access the skills of our members and wider community who volunteer their time and knowledge.

To distribute information to members and friends through our e-newsletter, websites;

[www.westtamarartsgroup.com.au](http://www.westtamarartsgroup.com.au) and [www.artentwine.com.au](http://www.artentwine.com.au) and other social and print media.

Organise and present a variety of art workshops with varied skill levels open to members and the wider community.

To create opportunities for education and collaboration building relationships between the wider community and the regions artists.

The outcomes of artentwine will be tabled during WTAG'S AGM.

Working under the patronage of West Tamar Council to promote and increase the artistic and cultural value of the acquired sculptures and actively participate in opportunities as they are presented to the Artentwine Sculptural Biennial. This will continue to build on the WTC's sculptural collection.

To stage the Artentwine Sculptural Biennial, in October and November.

To make Artentwine Sculptural Biennial an open acquisitive event by 2020.

The West Tamar Council Acquisitive Sculptural works will all be sited, at locations along the West Tamar. Sites to be agreed by WTC and WTAG.

WTAG and Artentwine Sculptural Biennial intends to use a wide variety of existing facilities within the Tamar Valley as an access point for members, and to provide artistic experiences for the whole community. Privately and Community owned premises throughout the region will be accessed, including Schools and Community Halls, public spaces and Windsor Community Precinct. Contacts have been established with local wineries whose tasting rooms and grounds provide venues for exhibitions and functions.

## **FUNDING:**

WTAG including Artentwine is a not-for-profit volunteer organisation.

WTAG will apply for relevant funding grants from various levels of government, philanthropic organisations and develop partnerships with local businesses to provide in-kind and financial support for our projects.

Through WTAG, Artentwine Sculptural Biennial and its membership may obtain access to insurance for public liability and volunteer insurance; memberships are paid to cover the cost of these insurances.

To date our events have been managed and funded on a case by case basis, except when receiving seed funding for major projects.

## **EVALUATION:**

To produce an online purpose specific survey targeted to events for stake holders at the conclusion of Artentwine.

The use of an exit questionnaire at the end of an event evaluating specific, measurable, achievable, realistic and tangible outcomes.

Outcomes of evaluations will be forwarded to relevant funding bodies and community stake holders.

## **ORGANISATIONAL STRUCTURE:**

WTAG is an incorporated, not for profit community arts group; Artentwine Sculptural Biennial is a managed sub-committee of WTAG.

A committee of six or more financial members of WTAG are responsible for the operational structure of WTAG with sub-committees appointed to run exhibitions and events as required.

Artentwine Sculptural Biennial as part of WTAG is managed by a team and two members of the WTAG committee will be represented on the Artentwine committee. Members of this committee whose skills are wide ranging and present a cross section of artists, community, small and corporate business backgrounds. The committee is representative of the skills and interests of a highly motivated membership.

West Tamar Council is represented by a councillor on both committees.

## **HISTORY:**

Artentwine Sculpture Biennial is affiliated through the West Tamar Arts Group Inc  
WTAG was established under the auspices of Tasmanian Regional Arts (TRA was an Australian Federal Government initiative) on 21st July 2010. West Tamar Arts group (WTAG) was established prior to the Regional Arts Nation Conference, JUNCTION 2010 (held in Launceston). TRA recognised and supported the dynamics of our region through the inaugural Artentwine exhibition in partnership with the Tamar Valley Wine Group and the West Tamar Council. this event was part of the Junction 2010 Arts Festival which ran concurrently with Junction 2010 Arts Conference.

In 2014 the first acquisitive prize was awarded by the West Tamar Council and managed on their behalf by WTAG. The acquisitive award has become a biennial event.