



Ballarat Arts Foundation inc.

Strategic Plan 2023 - 2024

The purpose of the Ballarat Arts Foundation is to increase financial support, develop community partnerships and maintain an effective fundraising program, thus enabling the Foundation to provide grants and support services for emerging artists who have lived, worked or studied in Ballarat.

Value Proposition

*Connecting art lovers with art makers:
building community partnerships through
direct financial support.*

Executive Summary

Our Mission

To encourage and develop, through strong community engagement, the aspirations and talents of emerging artists from all disciplines who have lived, worked or studied in Ballarat.

#1 Strategy

Increase Funding

#2 Strategy

Increase Connections

#3 Strategy

Build profile and reach

Aims:

To increase granting funds - enabling BAF to respond with more flexibility to requests

To widen BAF's "grants" program - outside traditional granting (eg. small equipment grants, scholarships/bursaries, mentoring)

To increase BAF corpus > \$1M - to achieve financial sustainability and flexibility (long term)

Aims:

To form strategic connections – with potential partners in private, corporate, and government spheres to enable BAF to achieve its funding goals and support its network development

To leverage strategic connections to extend BAF network - this would be support for BAF as an organisation, and our events and should provide opportunities for BAF and Alumni

To always communicate effectively - to achieve more effective engagement with partners, donors and alumni leading to greater participation with BAF and its programs.

Aims:

To be the preferred partnering organisation for innovative and promising artists looking for support through high calibre applications, other orgs seeking association with development of the arts, and for donors/supporters.

Embrace technology to maximise on-line engagement and capability - as BAF alumni and support bases grow, so must the efficiency of systems.

To bolster our reputation through new & existing associations – to be more visible and effective.