



# DUNEDIN FRINGE ARTS STRATEGIC DIRECTIONS 2021-2023



**Our Vision/Tō Mātou Matawhānui:** Ōtepoti Dunedin is a creative city, where people feel inspired to do new things



**Our Mission/Tō Mātou Whakatakaka:** Lead creativity, celebrate the Arts, elevate Fringe for the Ōtepoti Dunedin Arts sector



**Our Values:** **Courage** – We are brave and ambitious / **Inclusive:** We value and promote diversity in all that we do / **Care:** We nurture, support and grow creativity / **Fringe-iness:** We support Art that is challenging, weird and innovative.

## GOAL 1

### Be responsive in meeting the creative aspirations of Toi Māori within this rōhe

- 1.1** Have an effective partnership with Kāi Tahu, Kāti Māmoe and Waitaha.
- 1.2** Attract and support Māori artists from this rōhe and across Aotearoa New Zealand.
- 1.3** Support the Fringe Trust to develop cultural competencies including in cultural practices, inclusive approaches, and Te reo Māori and Te Tiriti o Waitangi understanding.
- 1.4** Engage with similar Pākehā creative organisations to learn how best to facilitate collaboration with Fringe Trust and stakeholders.

## GOAL 2

### Lead advocate for and provide stewardship for the Arts

- 2.1** Collaborate with our stakeholders to develop our leadership role within the Ōtepoti Dunedin Arts sector.
- 2.2** Advocate for Ōtepoti Dunedin artists and art events with local, national and international funders and institutions.
- 2.3** Promote the value of Fringe-iness creative work throughout Ōtepoti Dunedin.
- 2.4** Grow the Fringe as an international Arts partner.

## GOAL 3

### Provide opportunities for Pasifika artists, diverse art practice and audiences

- 3.1** Strengthen our range of programmes and activities to provide diverse opportunities which maximise the reach and reputation of the Fringe Trust portfolio.
- 3.2** Seek partnerships with creative individuals and organisations with diverse needs and interests to broaden our programs and expand our audience.
- 3.3** Intentionally collaborate with organisations, e.g. Artsenta, GASP, Moana House, Kōkiri Training Centre, and similar who represent diverse communities.
- 3.4** Provide fit-for-purpose Fringe Arts facilities and events for artists and audiences throughout the year.

## GOAL 4

### Be a strong and agile organisation

- 4.1** Ensure appropriate workforce planning to enable organisational growth and staff wellbeing.
- 4.2** Make a consistent annual operating surplus to fund future investment and safeguard the organisation.
- 4.3** Improve the financial viability of Dunedin Fringe Arts Trust by growing and diversifying our funding base.
- 4.4** Strengthen governance by developing structures, and embedding review and evaluation processes.