



## **Strategic Plan**

**2016 – 2020**

Adopted by the Council of Tasmanian Art Teachers Association on 24/12/2016

---

## Contents

Vision.....	3
Mission .....	3
Values.....	3
Our Key Drivers .....	3
1. Members .....	3
2. Collegiality .....	3
3. Professional Learning .....	3
4. Advocacy .....	3
Our Priority Areas.....	4
Data Sources .....	9

## Vision

The Tasmanian Art Teachers Association is the leading service provider, of Visual Art related resources, activities and knowledge supporting Tasmanian Visual Arts educators.

## Mission

The Tasmanian Art Teachers Association contributes to the provision of support education and resources to improve and enhance the teaching practice of Tasmanian Visual Arts educators.

## Values

<p><b>Excellence</b> We have high expectations for our members and a strong commitment to the pursuit of excellence and innovation in our programs and in our resources.</p>	<p><b>Equity</b> We all have the right to access and engage with TATA programs in a supportive environment.</p>	<p><b>Respect</b> Positive and effective interactions, with each other that are inclusive and honest.</p>	<p><b>Relationships</b> We achieve growth and strength through partnerships and connections with our members, their communities and stakeholders.</p>
--	---	---	---

## Our Key Drivers

<p>1. Members</p> <p>1.1. Engage and retain members through creative, innovative and supportive professional learning programs</p> <p>1.2. Empower members to have high expectations for their teaching practice</p> <p>1.3. Establish flexible and responsive programs for members to encourage a lifelong commitment to Visual Arts education</p> <p>1.4. Empower members by providing opportunities to acquire the knowledge and skills they need</p>	<p>2. Collegiality</p> <p>2.1. Engage and retain a qualified, motivated and supported TATA council through high-quality professional development that has high expectations for all</p> <p>2.2. Quality recruitment, induction, policies and procedures</p> <p>2.3. Safe, inclusive and enjoyable volunteer environment</p> <p>2.4. Develop a culture of safe and respectful workplaces that is modelled by councilors to members and is compliant with policy</p>	<p>3. Professional Learning</p> <p>3.1. Provide professional learning, coaching and mentoring opportunities for councilors, members, beginning and experienced teachers</p> <p>3.2. Equip Visual Arts educators with the skills to manage and encourage innovation and continuous improvement</p> <p>3.3. Continue exemplary governance practices that empowers decision making and reviews policies and procedures</p> <p>3.4. Build and maintain a financial sustainable organisation</p> <p>3.5. Provide resources that support programs</p>	<p>4. Advocacy</p> <p>4.1. Effectively communicate the value of Visual Arts programs as key to improving the social and economic wellbeing of Tasmanians</p> <p>4.2. Support members as key partners and stakeholders within all programs</p> <p>4.3. Develop meaningful partnerships with all stakeholders to collectively improve Visual Arts outcomes for all children in Tasmania</p> <p>4.4. Provide advocacy, information and support to our members</p> <p>4.5. Continue to foster the growth of partnerships to deliver and contribute to high-quality programs for excellent Visual Arts educational outcomes</p>
--	--	---	--

## Our Priority Areas

### 1. Members

#### 1.1. Engage and retain members through creative, innovative and supportive professional learning programs

<b>Strategies</b> <i>What</i>	<b>Actions</b> <i>How</i>	<b>Who</b>
Each year we retain 95% of memberships Each year we stretch target is 100% of memberships Each year renewals and new members is 105% Increase membership by 20% over the next 4 years	Membership retainment and recruitment strategy e.g benefit, special offers.	

#### 1.2. Empower members to have high expectations for their teaching practice

<b>Strategies</b> <i>What</i>	<b>Actions</b> <i>How</i>	<b>Who</b>
Provide targeted information to members about the ages and stages of Visual Arts education	TATA in conjunction with the Professional Learning Institute (PLI) offer professional learning program for arts teachers TATA build a new website with current relevant and evidenced based information, strategies and teaching resources	

#### 1.3. Establish flexible and responsive programs for members to encourage a lifelong commitment to Visual Arts education

<b>Strategies</b> <i>What</i>	<b>Actions</b> <i>How</i>	<b>Who</b>
Provide targeted programs	Implement a feedback system for members Create a system for members to reflect and record participation and opinion about programs success	

#### 1.4. Empower members by providing opportunities to acquire the knowledge and skills they need

<b>Strategies</b> <i>What</i>	<b>Actions</b> <i>How</i>	<b>Who</b>
Provide high quality learning programs that support members to improve their Visual Arts teaching practice	Delivery quality programs to members	

## 2.

## Collegiality

2.1 Engage and retain qualified, motivated and supported volunteers through high-quality professional development that has high expectations for all

<b>Strategies</b> <i>What</i>	<b>Actions</b> <i>How</i>	<b>Who</b>
TATA is the leading not for profit organisation for Visual Arts Teachers in Tasmania	Visual Arts teachers view membership to the council as a positive opportunity to: <ul style="list-style-type: none"> <li>• further their arts leadership portfolio;</li> <li>• have their voice heard and contribute to arts advocacy in Tasmania; and</li> <li>• to gain arts leadership professional learning and experience.</li> </ul>	

2.2 Quality recruitment, induction policies and procedures

<b>Strategies</b> <i>What</i>	<b>Actions</b> <i>How</i>	<b>Who</b>
Strengthen the Council and governance practices	Operate with a full and skilled Council, and utilise the skill and experience of TATA members  Provide structured training for Council members, as well as opportunities for mentorship, up-skilling and growth  Implement structured succession planning for the Council  Develop a governance policies and procedures manual for the Council  Measure progress against the strategic plan on a twice-annual basis	

2.3. Safe, inclusive and enjoyable work environment

<b>Strategies</b> <i>What</i>	<b>Actions</b> <i>How</i>	<b>Who</b>
Celebrate our volunteers	Hold an annual event to connect and celebrate our volunteers Consider a means of keeping volunteers and members involved for example alumni or life member events Build a volunteer base to support events Expand the volunteer base by drawing on resources outside the member base	

	Participate in Volunteer Week and Volunteer Awareness Day activities	
--	--	--

2.4 Develop a culture of safe and respectful workplaces that is modelled by volunteers and members and is compliant with policy

<b>Strategies</b> <i>What</i>	<b>Actions</b> <i>How</i>	<b>Who</b>
All councillors model inclusive and respectful behaviour	All councillors are inducted and use the TATA policy and procedures manual to inform their work	
All volunteers are inclusive and respectful of members and each other	All volunteers are inducted by a TATA councillor or experienced volunteer	

**3. Professional Learning**

3.1 Provide professional learning, coaching and mentoring opportunities for councilors, members, beginning and experienced teachers

<b>Strategies</b> <i>What</i>	<b>Actions</b> <i>How</i>	<b>Who</b>
Professional learning plan	<p>TATA encourages members to sign up to relevant e-newsfeeds and networks, like the Professional Learning Institute (PLI) to ensure they have access to high quality professional development opportunities that supports TATAs delivery of evidence based programs.</p> <p>TATA co-develops professional learning which takes into account member's needs and is reviewed twice annually</p>	

3.2 Equip Visual Arts educators with the skills to manage and encourage innovation and continuous improvement

<b>Strategies</b> <i>What</i>	<b>Actions</b> <i>How</i>	<b>Who</b>
Access evidence-based research	<p>Attend workshops and seminars</p> <p>TATA is a member of professional organisations eg.</p> <p>TATA is represented at community meetings, on boards, and at various committees eg. PLI</p> <p>Professional reading circle that can be used for multiple purposes eg. a synopsis provided with the reading, tips from the reading published on our</p>	

	website, social media and newsletter.	
3.3 Continue exemplary governance practices that empower decision making and reviews policies and procedures		
<b>Strategies</b> <i>What</i>	<b>Actions</b> <i>How</i>	<b>Who</b>
Develop good management practices	Review and update policies and procedures handbook for council, members and volunteers  Implement TATA council induction processes, the setting of key performance indicators, identifying opportunities to up-skill and provide further training.	
3.4 Build and maintain a financially sustainable organisation		
<b>Strategies</b> <i>What</i>	<b>Actions</b> <i>How</i>	<b>Who</b>
TATA develops a financial plan	TATA secures funding  TATA successfully secures grant funding  TATA attracts corporate sponsorship  TATA develops strategies to create accessible opportunities to donate to the organisation	
3.5 Provide resources that support programs		
<b>Strategies</b> <i>What</i>	<b>Actions</b> <i>How</i>	<b>Who</b>
TATA develops a website	TATA writes relevant researched content for a new website	
Educational resources are developed	TATA has a tool kit of differentiated lessons and resources to share with members	
TATA develop productive partnerships to ensure high quality and outstanding programs are made available to Visual Arts educators.	TATA work with stakeholders to ensure we deliver accurate, relevant and best practice educational programs	

#### 4. Advocacy

##### 4.1 Effectively communicate the value of Visual Arts programs as key to improving the social and economic wellbeing of Tasmanians

<b>Strategies</b> <i>What</i>	<b>Actions</b> <i>How</i>	<b>Who</b>
Develop partnerships with stakeholders	<p>Initiate networking events with other organisations operating in the sector</p> <p>Investigate the potential for partnerships, for projects, programs, information sharing, funding and referrals</p> <p>Connect with sources of referrals</p> <p>Identify working groups and committees that TATA should be represented on</p>	
Be a source of information and referral to other services	Develop resources for members whereby they can assist Visual Arts teachers with information about other organisations and services	

##### 4.2 Support members as key partners and stakeholders within all programs

<b>Strategies</b> <i>What</i>	<b>Actions</b> <i>How</i>	<b>Who</b>
Access evidence-based research	<p>Link with the Australian Curriculum as the basis for planning and evaluation</p> <p>Link with educational facilities and research institutes that are exploring the benefits of Visual Arts education</p> <p>TATA will actively seek research and share with our members and the Tasmanian community e.g. TATA utilise the expertise of authorities to share information on current issues and provide access to further information.</p>	

##### 4.3 Develop meaningful partnerships with all stakeholders to collectively improve Visual Arts outcomes for all children in Tasmania

<b>Strategies</b> <i>What</i>	<b>Actions</b> <i>How</i>	<b>Who</b>
Working together	The number of partnering organisations and services involved with TATA	

	are working collaboratively and effectively	
Visibility	Review and update a communications plan including consistent messaging on social media, media outreach and content creation Identify working groups and committees that TATA should be represented on Build relationships within state and federal government	
Patron	Identify and invite a Patron Grow the relationship with our Patron Utilise the skills and experience of our Patron to create awareness and support TATA to celebration milestones	

#### 4.4 Provide advocacy, information and support to our members

<b>Strategies</b> <i>What</i>	<b>Actions</b> <i>How</i>	<b>Who</b>
Measuring outcomes	The tools and the data collected by these tools meet the needs of TATA and informs our strategic directions	

#### 4.5 Continue to foster the growth of partnerships to deliver and contribute to high-quality programs for excellent Visual Arts educational outcomes

<b>Strategies</b> <i>What</i>	<b>Actions</b> <i>How</i>	<b>Who</b>
TATA is recognised as a leading service provider in Visual Arts education	Our programs and services are relevant and target to meet the current needs of Tasmanian Visual Arts educators Our programs are well resourced and researched regarding Visual Arts education best practice The Council is an esteemed and respected representative of the organisation	

## Data Sources

Our planning and work will be informed by the following:

- TATA's data collection from membership, survey, social media and website
- Other Visual Arts education data as available
- Community engagement in governance processes