

5.2 MONASH GALLERY OF ART COMMITTEE OF MANAGEMENT –STRATEGIC PLAN 2022-26

Responsible Senior Officer: Dr Andi Diamond, Chief Executive Officer

RECOMMENDATION

That Council:

- 1. Approves Monash Gallery of Art's Strategic Plan 2022-26 presented by the Monash Gallery of Art Committee of Management;*
- 2. Acknowledges the leadership of the Committee of Management in the achievement of Monash Gallery of Art's strategic vision.*

INTRODUCTION

Under the MGA Committee of Management terms of reference, MGA must submit a Strategic Plan to Council for approval no less than 6 month before the expiry of the Strategic Plan 2018-22. Due to the impact of COVID on operations an extension to submit the Strategic Plan by 1 May 2022 was granted.

The Monash Gallery of Art Committee is constituted as a Community Asset Committee in accordance with section 65 of the Local Government Act 2020 and is referred to as the Committee of Management (CoM).

Pursuant to the clause 5.2 and 5.3 of the Terms of Reference (TOR) reporting requirement please find attached MGA's Strategic Plan for the 2022-26 period as approved by CoM. This report is submitted to the Council for approval (see Attachment 1).

BACKGROUND

Under clause 5 of the TOR COM must prepare and adopt a Strategic Plan for the Gallery at least 6 months prior to the expiration of the current Strategic Plan and provide it to Council for approval.

5.2 The Strategic Plan must cover a 3-year period, or such other period directed by Council.

5.3 The Strategic Plan must include:

5.3.1 A statement of the vision, values and objectives of the Gallery;

5.3.2 The strategies and policies that the Gallery will adopt to achieve that vision and those values and objectives; and

5.3.3 Such other matters (if any) as Council directs.

DISCUSSION

When the previous strategic was developed MGA could not have anticipated how the world would have changed in such a short period of time. Due to the impact of COVID MGA has pivoted towards new ways of engaging audiences and connecting with the community.

A key strategic focus throughout the last four years has been the MGA/Wheelers Hill Library feasibility study, fully funded by the Victorian State Government through the Community Support Fund. This study examined the Gallery and the site's ability to adapt and grow to meet the needs of our diverse audiences with an integrated cultural precinct that harnesses the power of photography, MGA's unique and nationally significant collection of Australian photographs, and imbedding the visual with the literary arts to leverage the important role libraries play within the community. As part of the study a new brand and identity was developed that sees MGA transforming into the Museum of Australian Photography (MAPh). The new strategy seeks to reposition and transform the gallery into MAPH, one that pays homage to MGA's past and strong foundation as we move into a new era for the gallery.

POLICY IMPLICATIONS

The MGA Strategic Plan 2022-26 supports the delivery of the Council Plan 2040. In particular, it meets the aspiration of a number of key priorities including 'Services in my neighbourhood', 'A strong sense of community' 'An engaged community' as well as epitomising good governance and inclusive services.

In addition the Gallery's activities supports the Health and Wellbeing plan across multiple areas. The MGA Strategic Plan 2022-26 includes goals and initiatives and is supported by a detailed annual action plan, capturing activities for COM and staff to identify, assess and address the priorities of the Plan.

SOCIAL IMPLICATIONS

MGA, as it transitions to its new identity as MAPH, has a unique role in the cultural and community life of Monash. It is an important local destination for social and cultural connection, for creative and intellectual wellbeing. This is typified by the MGA volunteer program, which provides vital support to MGA and an inclusive opportunity for volunteer participation, representing over 2000 hours of support annually during a year when not impacted by gallery closures due to COVID shutdowns.

A priority for COM is the development of activities and business support that represent and reflect the city's demographic diversity, to sustain relevance and ownership by the community.

HUMAN RIGHTS CONSIDERATIONS

The Monash Gallery of Art exhibition and activities programs accord with the Charter of Human Rights and Responsibilities act 2006 and in particular the following rights: (vii) freedom of thought, conscience, religion and belief; (viii) freedom of expression; (ix) peaceful assembly and freedom of association; (xi) taking part in public life; (xii) cultural rights.

CONSULTATION

Through the year, consultation has occurred with MGA Staff, MGA COM and MGA Foundation Trustees as well as building on the breadth of community consultation undertaken during the Feasibility study.

FINANCIAL IMPLICATIONS

MGA receives ongoing funding from Council as well as a diverse mix of income sources. Under the new strategy these income sources will continue to grow and diversify and build on the strong Fundraising successes and increase its earned income.

CONCLUSION

The COM seeks approval of MGA's new strategic plan 2022-26 as it transitions to become MAPH. It is a strategy that supports the growth of the Gallery and its ability to increase participation and engagement with the most democratic and dynamic of art forms; photography. The Strategy seeks to elevate the City of Monash's unique and nationally culturally significant collection of Australian photography that drives cultural tourism to the region.