

Victoria Arts Council

Strategic Plan 2021-24

Since 1968, the Victoria Arts Council (“the VAC”) has served the public as a charitable, non-profit community arts organization. The VAC is dedicated to raising awareness of and developing a positive, supportive environment for the arts through education, civic advocacy, projects and programs that reach artists and the community at large. We strive to elevate the profile of local artists and performers, while igniting a passion for arts throughout Greater Victoria.

VAC activities are open to the entire community. We welcome artists and performers of all disciplines and at all levels, from emerging to professional. The VAC enjoys strong working relationships and affiliations with numerous community partners and sponsors. The VAC’s mandate to increase and broaden public awareness and opportunities in the arts is carried out through our leadership, partnerships, community involvement and activities. We value and facilitate relationships with and between artists, local organizations, and arts groups in order to build community through the arts.

Oversight of the VAC is the responsibility of the Board of Directors, elected annually at our Annual General Meeting, which provides direction and oversight to the VAC’s management team. This Strategic Plan forms a roadmap for the strategic priorities that will govern the work of the VAC over the next three years.

VISION STATEMENT

Connecting artists with audiences

MISSION STATEMENT

Victoria Arts Council exists to support artists at all levels of their engagement. We provide opportunities for artists and audiences to connect through exhibitions, performances, readings, publications, and educational programmes.

VALUES AND PRINCIPLES

In working with our members, partners, and the community in general, the Victoria Arts Council is guided by the following principles.

We strive for an organization that is:

Sustainable	Inclusive
Accessible	Challenging
Community Focused	Supportive
Responsive	Empowering

STRATEGIC OBJECTIVES

Over the next three years, the VAC will be guided by three overarching strategic objectives.

1. Achieving location security

The stability and viability of the VAC is directly related to securing a long-term location appropriate to the activities of the Council, the interests of VAC members, and the needs of the broader community of VAC clients and artists.

In 2021-24 the VAC will prioritize identification of a suitable long-term (5+ year) location within the city of Victoria, one appropriate for VAC operations, suitably visible and well-located. If appropriate, the VAC will explore partnership opportunities with businesses or others in the community to achieve this objective.

2. Increasing diversity and inclusion

In the recent past the VAC has created genuine diversity in its programming, showcasing excellent work by artists from many different backgrounds employing a variety of media. To sustain and expand on this welcome development, the VAC must ensure that the organization itself reflects the diversity it seeks to sustain.

In 2021-24 the VAC will prioritize diversity and inclusion at the board, membership, partnership, and sponsorship levels, ensuring that Indigenous peoples and other communities of colour, as well as queer, immigrant and other marginalized or racialized groups not only form part of the VAC community and governance but have an active voice in the artistic and community aspects of the Council's work.

As part of this objective, the VAC will adopt a membership and partnership approach that emphasizes building solidarity and connection amongst Victoria's different artistic communities.

3. Building capacity

While the VAC is well-positioned to generate additional energy around the arts in Victoria and a more profound connection between artists and the community at large, realizing this potential requires additional staff capacity. In particular, the demands of programming restrict the time staff can devote to organizational development, fundraising and community outreach.

In 2021-24 the VAC will prioritize: adding a development officer, whether full or part-time, tasked with supporting the executive director in securing long-term and/or project-specific funds and in building partnerships with the business and philanthropic communities; and expanding current staff capacity to conduct community outreach, bearing in mind the priority to increase diversity and inclusion.