

Strategic Plan 2019 - 2021

WE DO THIS BY

- Providing facilities which allow artists to record and share their art with wider audiences
- Collaborating with Radio Control and other venues to facilitate airplay for local music, places to perform, and Swampfest
- Creating local opportunities for artists to play local events and/or support touring artists with NZ profile
- Maintaining our nationally-significant profile

DEVELOPMENT GOALS 2019-2021

- Develop a funding pool to support local artists to initiate their own projects

WE DO THIS BY

- Operating a democratic organisational model
- Involving young people and musicians in active governance and civic engagement
- Providing leadership, employment and development opportunities for musicians
- Supporting emergent community groups and venues with expertise

DEVELOPMENT GOALS 2019-2021

- Provision of structured governance training
- Create platform to facilitate donations
- Facilitating long-term planning workshops for organisational sustainability



WE DO THIS BY

- Providing subsidised resourced rehearsal space and performance opportunities for individuals and groups
- Encouraging artists to develop their own original voice and musicianship
- Providing workshops and internship opportunities
- Bringing nationally recognised leaders to The Stomach

DEVELOPMENT GOALS 2019-2021

- Expand resources and workshop range to support artist development
- Provision and staffing of mobile studio resources

WE DO THIS BY

- Collaborating with community organisations and event organisers to create opportunities;
- Hosting events in alternative sites
- Maintaining connection with Stomach alumni

DEVELOPMENT GOALS 2019-2021

- Expand outreach activities by increasing staff capacity
- Expand engagement with tangata whenua and other cultures to foster music practice
- Grow community awareness and appreciation of local music scene – locally and nationally

Balanced Scorecard 2019-2021

- Keeping well-resourced facilities low cost and accessible
- Providing performance opportunities
- Providing information and event promotion opportunities
- Providing regular workshops to develop new skills
- Fostering a specific regional voice

- Sharing expertise and collaborating with other community groups
- Growing the arts in Palmerston North and surrounds by growing and developing artists and their practice
- Enabling community events
- Having a strong and stable management committee



- Providing an easy way for sponsors to donate
- Making targeted funding applications
- Tracking and invoicing service provision
- Maintaining our profile and attracting new users through outreach activities
- Managing volunteers to support operations and administration

- Developing our staff capability and capacity
- Maintaining industry-relevant studio equipment in good condition
- Maintaining and developing relationships within the music sector locally and nationally
- Giving effect to bi-cultural aspirations