

#### 4. CHRISTCHURCH ART GALLERY STRATEGIC DIRECTION 2003-2006

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The purpose of this report is to seek the approval of the Christchurch Art Gallery Strategic Plan.

The plan addresses the key issues surrounding the new art gallery, which will have a larger and more broadly based audience from its first full operating year onwards.

The Plan is directly referenced to the activities of the gallery's four teams – Administration, Collection, Public Programmes and Finance and Building Services. The new gallery features nearly four times the exhibition space, along with purpose-built educational activity areas, auditorium, café and bistro and retail space.

Most significantly, the Plan will cover strategies and requirements beyond the opening months, with the very high visitation which will occur through public curiosity about the new building. As usual, post-opening (possibly over a two-year period), it is anticipated that there will be a slight decrease in visitation, then stabilisation, but at a considerable higher level than the former gallery. Visitation will be sustained by sensitivity to the demands of a broader audience, pertinent visitor (and non-visitor) surveys and responsiveness to user demand.

It is expected to generate greater revenue with the opportunities this new, sophisticated facility offers as a venue, and through its programmes and services.

Finally, the Plan underscores the importance of identity. The identity of the Christchurch Art Gallery derives not only from its programmes and the quality of our audience's experience of them, but also from the quality of our relationships and the tone of our interactions, locally, nationally and internationally. It also articulates the critical importance of developing the human, physical and financial resources that underlie the gallery's endeavours, emphasizing the essential connection between their growth and a strong future for this institution.

The full report is tabled.

**Recommendation:** That the Council adopt the Christchurch Art Galleries strategic directions 2003-2006 strategic plan.