

**VISION:** A vibrant, connected local community, enriched by the performing arts.

**MISSION:** We provide activities, forums and venues to celebrate and enhance the performing arts and the Belmont / Bayswater community.

**CROSS CUTTING PRINCIPLES/VALUES**

- Respect our historical partnerships      -Follow the principles of good governance      -Engage members as champions of the Rose Centre
- Respect the 3 principles of Te Tiriti o Waitangi

Strategic Priority Areas	Key measures	2023 activities
<i>Enable a diverse and successful calendar of events promoting the performing arts</i>	<ul style="list-style-type: none"> <li>• Calendar of events reflects the diversity of our local area.</li> <li>• 75% of our events are well supported.</li> <li>• Events are attended by our local community.</li> <li>• Goal of 30% community-based performing arts, 20% RC initiated/hosted, and 50% standard venue hire</li> </ul>	<ol style="list-style-type: none"> <li>1. Events reflect a range of disciplines – including film, theatre, dance, and music.</li> <li>2. Events are offered throughout the year which appeal to a wide age range.</li> </ol> <p>Gather data regarding current patronage, via Skedda and customer feedback forms, to measure community reach.</p>
<i>Connect the local community through a range of programmes and activities to meet identified needs</i>	<ul style="list-style-type: none"> <li>• Activities are chosen through information and research from the local community.</li> <li>• Activities reflect the demographic diversity of our community.</li> <li>• Initiatives are supported that benefit our local community.</li> </ul>	<ol style="list-style-type: none"> <li>1. Develop a mailing list database.</li> <li>2. Deliver one Rose Centre Initiated Community event per term.</li> <li>3. Promote use of the new community space for workshops, groups, programmes etc.</li> <li>4. Creating a volunteer team and annual programme.</li> </ol>
<i>A well-managed Rose Centre</i>	<ul style="list-style-type: none"> <li>• Strong and healthy relationship with Auckland Council Operational Team and other operational stakeholders.</li> <li>• Attractive, well-functioning and welcoming physical space.</li> <li>• Clear and effective Operational structure, policies, and procedures.</li> </ul>	<ol style="list-style-type: none"> <li>1. Continue to actively develop relationship with Council team.</li> <li>2. Maintain an up-to-date database of key relationships.</li> <li>3. Maintain a 'wish list' by priority of projects requiring funding.</li> <li>4. Review operational structure and practices.</li> <li>5. Develop &amp; implement a full set of operational policies and procedures.</li> </ol> <p>3-year rolling maintenance and Health &amp; Safety plan.</p>
<i>Increase the profile &amp; brand of the Rose Centre</i>	<ul style="list-style-type: none"> <li>• A recognisable brand that has wide appeal in our community and the performing arts sector.</li> </ul>	<ol style="list-style-type: none"> <li>1. Rebranding of the Rose Centre.</li> <li>2. Update website to reflect new brand.</li> <li>3. Develop and implement PR and marketing plan.</li> </ol>
<i>Diversify funding to support mission and build viability</i>	<ul style="list-style-type: none"> <li>• Funding includes a combination of Council, grants, fundraising, and volunteer contribution.</li> </ul>	<ol style="list-style-type: none"> <li>1. Create systems, policies, and procedures for grants &amp; fundraising.</li> <li>2. Create fundraising team and apply for funding as per wish list.</li> </ol>
<i>Excellence in Board Governance</i>	<ul style="list-style-type: none"> <li>• Board members understand their roles and are supported to achieve goals identified in the Board Work Plan.</li> </ul>	<ol style="list-style-type: none"> <li>1. Constitutional Review.</li> <li>2. Monthly engagement with Overview Effect Governance support programme.</li> <li>3. Create and maintain clear and effective governance policies and procedures.</li> </ol> <p>Subcommittees that include Board members, staff, and community members. Formalise and maximise relationships with Patrons.</p>

<i>A successful and celebrated Pre-School</i>	<ul style="list-style-type: none"><li>• External mentor and PD (Professional Development), self-review, internal evaluation to ensure alignment to MOE processes</li><li>• Redevelop the swing area in the outdoor play space to ensure children's safety and development of their physical capabilities</li><li>• Continue to build on our programme and support children through their transition to school</li><li>• Continue to enhance partnerships and collaborate with whānau to strengthen parental contribution towards children's learning</li></ul>	<ol style="list-style-type: none"><li>1. Professional Development for Kaiako.</li><li>2. Whānau picnic in February and other events throughout the year.</li><li>3. Whānau fundraising activities / working bee.</li><li>4. Communication and reciprocal visits with Belmont Primary School.</li><li>5. Centre trip (Covid dependent).</li></ol>
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