

A photograph of a person's hands pointing at a map. A thick black wavy line is drawn across the map, starting from the left and curving towards the right. The map shows geographical features like rivers and coastlines. The background is a solid red color with some white geometric shapes.

# strategic plan 2016-2021

The logo for eramboo artist environment. It features a stylized white swirl icon above the word "eramboo" in a bold, lowercase sans-serif font. Below "eramboo" is the phrase "artist environment" in a smaller, lowercase sans-serif font.

**eramboo**  
artist environment





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*This document was prepared by:  
Eramboo board, August 2016*

*Cover image: Jessica B Watson - See Oh Too - Awarded  
the Enliven Pittwater Residency at Eramboo 2016*







## About

Eramboo is a contemporary creative place on the edge of a World Heritage National Park, in which artists flourish and nurture connections between art, nature and the community.

Eramboo builds upon the breadth of the Australian voice in this place.

## Purpose

Eramboo exists to foster a powerful and evocative connection between art, nature and community in order to enrich the lives of all who arrive.

## Values

We respect and honour the powerful presence of this land and the energy generated in this place.

Our environment supports and challenges artists to grow and gives them the space in which to reflect, renew and play.

This is a place in which to make authentic connections with oneself, with others and with the environment.

The stewardship of this place shall be open, tolerant, honest and transparent.

Within a sustainable learning ethos, we work within the fine grain of nature.

## Vision

In ten years, Eramboo will be attracting high calibre artists who will develop new work in response to the environment, and who will collaborate with other residents and Eramboo's diverse community.

Eramboo achieves long term partners through the excitement and rigour of its programs which are self-sustainable.

Eramboo receives a growing audience including art enthusiasts, discoverers and young creatives who access the deeper sources of wisdom in this place.

Eramboo engages with the community so that the site is revered and protected for future generations.

As a result of its reputation, Eramboo attracts public-private partnerships and philanthropic support. This sustainable support base is the scaffolding for permanent staff, including artistic directors, a manager and support staff.

At this point Eramboo has its own identity; a visionary, robust, and skilled leadership with the means of succession, independent of its Founding Directors.

As part of the implementation of its masterplan, Eramboo will add to the built environment in sympathy with its existing structure, bush setting and character. A new residency building and bush pathways will increase access and utilisation of this unique 3.5 hectare site.



# Key Result Areas

## ARTISTIC PROGRAM

### Residencies

#### Objectives:

- To build a program that includes a variety of emerging, mid-career and professional artists from diversity media, cultural, and professional backgrounds.
- To attract artists who have contemporary or experimental practices and who may be investigating new technologies, and who are interested in a response to site.
- To provide professional development for resident artists through mentoring, connecting them with the diverse Eramboo community, galleries, curators and art industry professionals.
- To deliver an outcome for each residency - exhibition, experimental works, talk, discussion, or master classes.
- To expand the program locally, regionally, nationally and internationally.
- To develop partnerships with other arts and creative organisations to develop a residency exchange program.
- To provide a steady and reliable source of income for Eramboo through residential studio hire and full occupancy.

#### Success

- Strong partnerships
- Effective marketing attracting artists through social media and word of mouth
- Enhancement and development of key skills for artists.

#### Measurement

- Full occupancy rates and level of interest in the program
- Quality of feedback from the artists (verbally + form).
- Effectiveness of website and social media activity.
- Quality and quantity of participation in programs.

#### *Images*

*Amy Roser, Trust Avalon Art  
Carnival 2015*

*Milne and Stonehouse, Box Kite*

*Cybele Cox, solo exhibition  
Eramboo 2014*

*Joshua Yeldham work in progress*







# ARTISTIC PROGRAM

## Projects

### Objectives:

- To present inspiring, edgy, experimental, collaborative, cross-disciplinary, creative and socially engaging projects which stimulate, challenge and create rigour for artists and audiences
- To enhance Eramboo's reputation through outreach projects that activate the site and community public spaces
- To develop local individual, business and government partnerships
- To build relationships with other creative organisations that foster exchange, connections and networks
- To educate and raise awareness of our surrounding unique environment (KCNP) and cultural heritage.

### Success

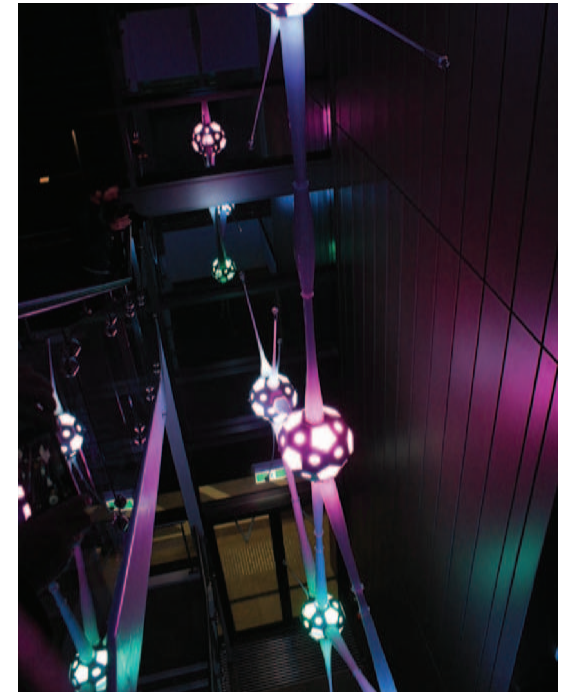
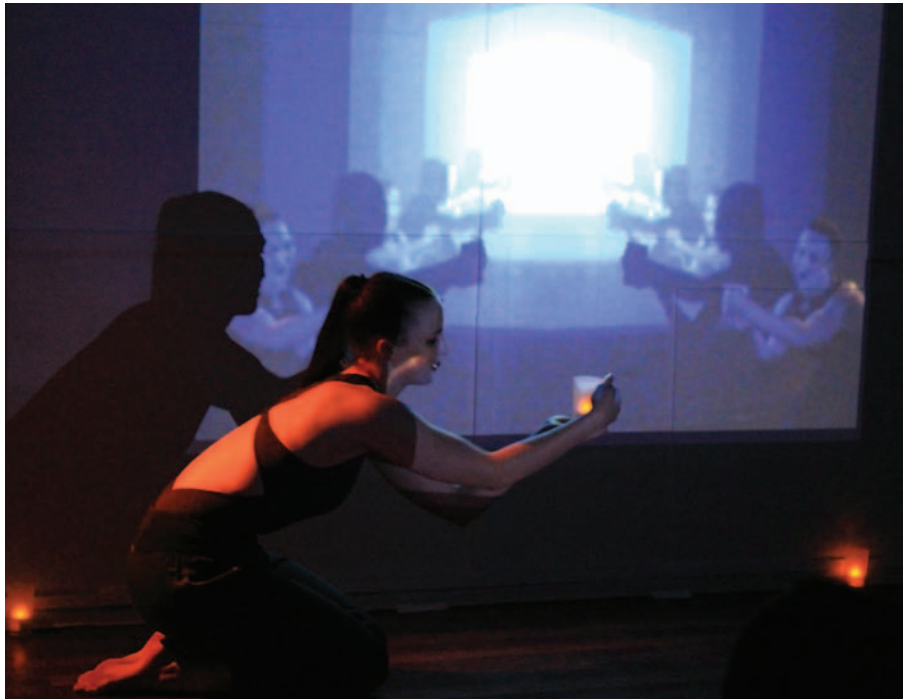
- Effective marketing which attracts participants and audiences
- Strong partnerships which enable the delivery of projects with sufficient financial resources from the outset.
- Level of diversity and quality of participants.
- success of collaborative process of projects.
- Enhancement and development of key skills for artists.

### Measurement

- Quality and quantity of artist and audience participation.
- Quality of feedback from all stakeholders (verbally + form).
- Effectiveness of website and social media activity.

*Images*

*Aboriginal artist Chris Tobin (centre)  
leading a workshop with local artists.*





# ARTISTIC PROGRAM

## Exhibitions

### Objectives:

- To provide an additional source of income for Eramboo through venue hire and commission through art sales.
- To activate the site by attracting audiences year-round to Eramboo.
- To provide an opportunity for studio, resident and local artists to present new, contemporary and experimental works in the gallery and grounds.
- To attract audiences and sales opportunities for artists.

*Images*

*Imogen Cranna - Insites 2014*

*Milne and Stonehouse Charge: Ryde  
Hospital*

*Karen Harris - Garden Bench, SEE  
Public Art Exhibition, Manly Art Gallery  
& Museum 2013*

*Cherry Corr - SEE Public Art Exhibi-  
tion, Manly Art Gallery & Museum  
2013*

### Success

- Effective marketing which attracts artists and audiences
- High demand for the exhibition space
- Generation of an additional income stream for Eramboo
- High visitation to Eramboo year-round and increased awareness of all its programs on offer.

### Measurement

- Quality and quantity of artist and audience attracted to Eramboo
- Quality of feedback from all stakeholders (verbally/form)
- Effectiveness of website and social media activity.





# ARTISTIC PROGRAM

## Workshops, Talks & Masterclasses

### Objectives:

- To present an inspiring program of talks, workshops and masterclasses by residency, local, national and international artists which stimulate and challenge artists and audiences.
- To provide a cross-promotional opportunity for Eramboo's other projects and programs.
- To generate an additional income stream for Eramboo.

### Success

- Effective marketing which attracts participants and audiences
- Strong partnerships which enable the delivery of the program of events year-round
- Level of diversity and quality of these programs
- Enhancement and development of key skills for presenting artists.

### Measurement

- Ability to pay artist fees and generate income
- Quality of artist and audience participation
- Quality of feedback from all stakeholders (verbally/form)
- Effectiveness of website and social media activity.

### *Images*

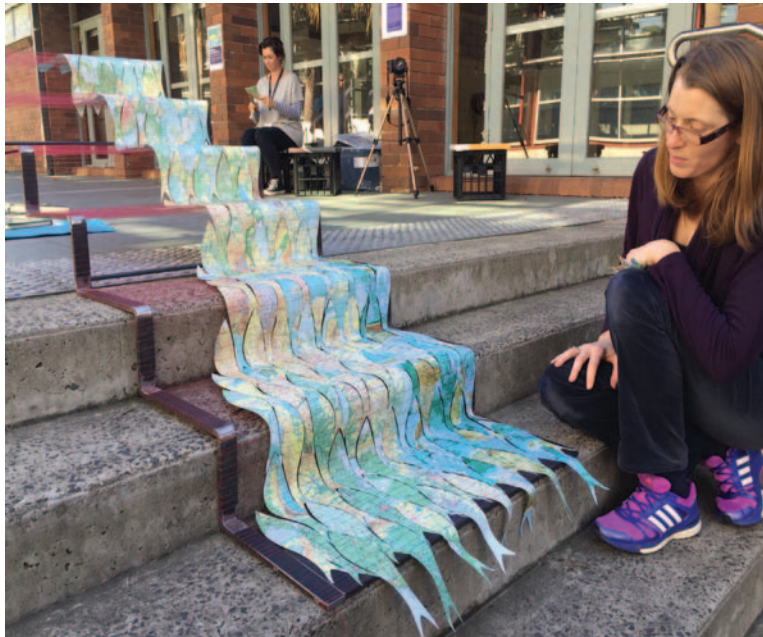
*From Top Left*

*Kendal Henry international curator and artist*

*Silk Claridge - Pittwater Timeline, in collaboration with Aboriginal elders, Jess Birk, Julie Jason, Avalon Art Carnival 2015.*

*Julia Davis 72 beats per minute*

*Julie Janson leading Aboriginal smoking ceremony at the opening on On Islands, Eramboo 2014*





# Key Result Areas

## RELATIONSHIPS & PARTNERSHIPS

### Objectives

- To identify, attract and maintain useful relationships and partners

### Steps

- Build relationships around our current needs
- Attract these relationships and partnerships through off-site, employee and volunteer programs, Eramboo ambassadors, environmental organisations, and other arts organisations

### Activities

- Art evenings run in conjunction with our major project/events.
- More tailored events to build upon diverse relationships
- Annual major event on site to activate eramboo eg. – 2016 Dance Project, 2017 Ph debrief and installations.
- Run regular small scale events on site e.g. open studios, exhibitions, building to an event each month of the year. These events may include jointly hosted partner projects.
- Build on our own relationships with the local and wider community.

### Success

- Target and engage suitable interested parties.
- Ensure sponsorship benefits both the partners and eramboo
- Build sponsorships utilising existing contacts to grow new ones.

### Measurement

- Funding raised.
- Involvement of sponsors – numbers, quality of input, length of relationship.
- Involvement of volunteers – numbers, quality of input, length of relationship.

### Images

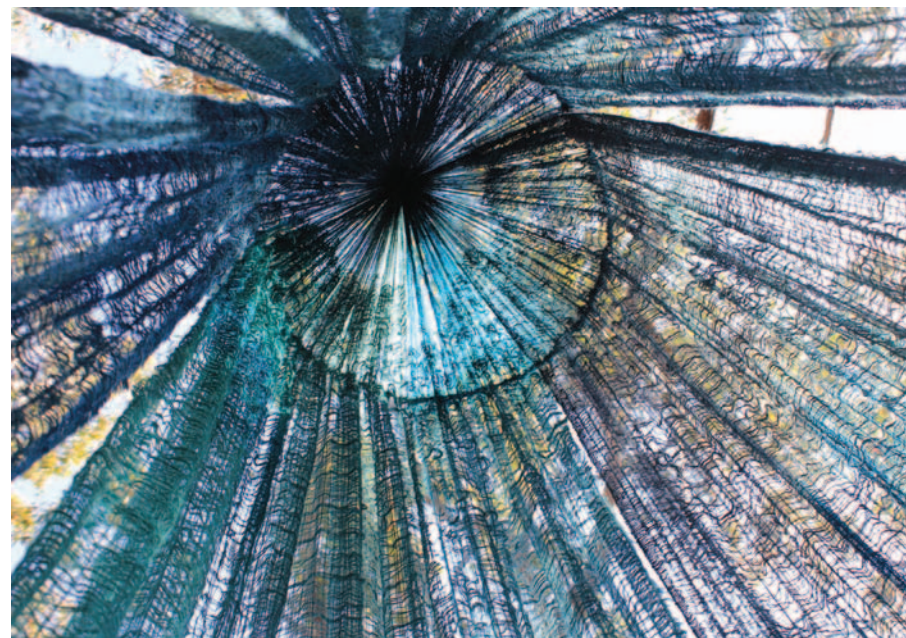
*From Top Left*

*Jessica B Watson - See Oh Too - Awarded the Enliven Pittwater Residency at Eramboo 2016*

*Shona Wilson creating works for SEE Public Art Exhibition, Manly Art Gallery & Museum 2013*

*Shona Wilson, one day at a time, workshop eramboo 2014*

*Suzanne Davey - On Islands, Eramboo 2014*





# Key Result Areas

## INFRASTRUCTURE

### Digital

#### Objectives:

- Provide internal platforms to help staff and the board to work effectively. They need to provide tools within Eramboo specifications. These platforms include Work flow, File structure, Procedure documents and Portfolio management.
- Expand social media platforms as a dominant place within the broader marketing picture. (Instagram and facebook).
- Develop and grow follower base.
- Increase connectivity through platforms.
- Use moving picture as the normal tool.
- Improve Eramboo's use of website as a key tool which results in a more pro-active, more specific, more individual responsive and interactive place.
- Work towards a part time staff member eight hours a week by the end of 3 years.

#### Success

- Quality of content.
- Consistency of sharing through our social networks
- Actively pursue quality connections which are as important as totals.

#### Measurement

- 6 month reporting on statistics
- In three years we should have 5,000 facebook followers, 10,000 instagram connections and 3,000 data base members.

#### *Images*

*From Top Left*

*Miss Rouge, Confetti, Avalon Art Carnival 2015*

*Eva Frengstad, Bronwen Dugan, Katerina Cosgrove , Archipelago, On Islands, Eramboo 2014*

*Chris Langlois, painting water-field Olsen irwin Gallery, gave a masterclass at Eramboo 2015*

*Mandy Schone-Salter, Imagine - Avalon Art Carnival 2015*



Artist  
Alyson Bell, Too Much Fun - Avalon Art  
Carnival 2015



# INFRASTRUCTURE

## Physical

### Objectives:

- Maintain a clean, tidy and functional environment.
- Prepare an inventory of plant and equipment.
- Label the storage areas for plant and equipment.
- Prepare a schematic Landscape Plan for the site.
- Build a solid driveway.
- Develop tracks to the perimeters of the site including lookout/outside room.
- Build 3 more studios 2 with residential capacity.
- Upgrade the piers of the main building.
- Make the roof cavity rodent free as much as possible.
- Develop a Brief for the development of a Site Masterplan.

### Success

- Ability to hold more people (artists and audience ).
- More visitors enjoying the total space.
- Easier access.

### Measurement

- Appoint two or more board members to pursue and report to the board.
- Masterplan site brief completed by December 2016
- Landscape schematic developed to enable driveway to be upgraded by 2017





Greg Stonehouse, Artist / Eramboo Artistic Director speaking with local students at On Islands, 2014



# Key Result Areas

## FINANCE / REVENUE / DONORS / GRANTS

### Objectives:

- To provide a scaffold so we can employ permanent staff (i.e. on fixed term contract)
- To develop a philanthropic package.
- To identify potential sponsors.
- To develop a corporate sponsorship package.
- To develop a donor package.
- When potential sponsors are identified, to search for any press releases they may have issued referring to their sponsorship for arts/culture.

### Success

- Eramboo increases its revenue and employs more staff.
- Expansion of Eramboo within the corporate and philanthropic world.

### Measurement

- More consistent sponsorship.
- Greater awareness of Eramboo and its program.





# Key Result Areas

## GOVERNANCE

### Objectives:

- To develop accessible and transparent records management system.
- To plan for succession for the Board and for the Artistic Directors.
- To facilitate Board members' access to files.
- To transport the filing system to an accessible storage site.
- To clarify/ensure our NFP Registration.
- To develop a plan to fill pipeline with potential Directors by February 2017.
- To hone buddies document procedures relevant to their designated area.

### Success

- Eramboo's communication networks are rapid.
- All directors have records at their fingertips.

### Measurement

- Review in 12 months.
- Interest from potential board members and appointment of new board members.

### *Images*

*From Top Left*

*Amy Roser, The other Windy City Avalon Art Carnival 2015*

*Susan Milne Model New York AIOP pre-festival*

*Opening of Avalon Art Carnival 2015, suspended artwork by Eva Frengstad, Bronwen Dugan, Katerina Cosgrove - Archipelago*

*Collaborative installation 'raft' by Carolyn Haywood & Anna Harris, On Islands, Eramboo 2014*