



RMG Strategic Plan 2011-2017: Priorities & Goals

RMG Statement of Purpose:

The Robert McLaughlin Gallery is dedicated to sharing, exploring and engaging with our communities through the continuing story of modern and contemporary Canadian art.

Core Values:

- *We value art and culture in all its forms.*
- *We provide a platform for creative thinking and ideas.*
- *We champion and empower learners of all ages.*
- *We foster an environment of inclusivity and collaboration.*
- *We demonstrate integrity and excellence in everything we do.*
- *We balance artistic objectives with fiscal responsibility.*

STRATEGIC PRIORITY: ENGAGE COMMUNITY

- GOAL I Ensure all people who volunteer at the RMG have an enriching and satisfying experience as they fulfill the needs of the Gallery.
- GOAL II Explore opportunities for public art to increase the community's interaction with and awareness of contemporary art.
- GOAL III Define and develop a contemporary and relevant private, corporate and institutional membership program that increases our existing base and reflects all of our audiences.
- GOAL IV Through partnerships and collaborations, continue to grow a diverse program of multidisciplinary events that will increase attendance and resonate with our community.
- GOAL V Expand existing children and adult educational programmes, both curricular and extra curricular.
- GOAL VI Expand our artistic programming to recognize the demographic diversity of our audiences.

STRATEGIC PRIORITY: ACHIEVE FINANCIAL STABILITY

- GOAL I Grow the endowment and financial support base from public and private sources to sustain the RMG'S strategic and operational goals.
- GOAL II Analyze operations of Gallery Shop, restaurant, space rental and other retail opportunities to maximize revenue.
- GOAL III Increase fundraising and sponsorship opportunities and partnerships as a means to financial support and community interaction.

STRATEGIC PRIORITY: RE-IMAGINE SPACES

- GOAL I Create a welcoming experience for visitors to the RMG.
- GOAL II Create a community space for multi-disciplinary use that fulfills the Aked Bequest.
- GOAL III Strive to select building technologies and materials that are sustainable and energy efficient.
- GOAL IV Continue to maintain the highest standard of facility management and sensitivity to the integrity of the building while ensuring the safety and well being of the staff, all visitors and the Collection.

STRATEGIC PRIORITY: STRIVE FOR CONTINUOUS IMPROVEMENT

- GOAL I Engage Board to strengthen governance and support the objectives and increased demands of Strategic Plan.
- GOAL II Foster a relationship of mutual trust, transparency, shared ideas and communication between Board members and staff.
- GOAL III Provide a professional, stimulating and sector-competitive work environment that promotes recognition of the staff as a vital Gallery resource.
- GOAL IV Develop an ongoing practice and methodology to gather market research, stay current with audience development trends, and capture and analyze our data in order to remain responsive and connected to the needs to our audiences.
- GOAL V Prioritize our on-line presence by constantly reviewing and enhancing our technological capabilities as a means to connecting with a broader audience.
- GOAL VI Commit to fulfilling the objectives and goals of the Strategic Plan to the fullest with excellence, prudence and transparency.

STRATEGIC PRIORITY: SHAPE & GROW THE COLLECTION

- GOAL I Develop a strategic acquisitions program, inspired by our core collection of important modern art including Painters Eleven, that advances the Gallery's reputation as an important and focused collection of Canadian post-war abstraction.
- GOAL II Sustain an acquisitions program focused on significant works by emerging and mid-career contemporary Canadian artists.
- GOAL III Regularly refresh the Permanent Collection with dynamic exhibitions.
- GOAL IV Support exhibitions for new forms of art and expression to engage our diverse audiences.
- GOAL V Enhance the profile of the Permanent Collection within the professional arts community.

STRATEGIC PRIORITY: ENHANCE GALLERY PROFILE

- GOAL I Continue to implement branding initiatives to effectively position the RMG's unique identity in the marketplace and sector.
- GOAL II Honour the new RMG mission and brand identity of "telling the continuing story of Modern and Contemporary art" by consistently employing forward-thinking communication methods to connect to audiences.
- GOAL III Create a dynamic marketing campaign to increase awareness of RMG programmes and services.
- GOAL IV Explore alternative and new media methods of publication delivery to prioritize financial resources to major projects.

STRATEGIC PRIORITY: CELEBRATE OUR LEGACY AT 50

- GOAL I Celebrate the RMG story and history of philanthropy with all our communities.
- GOAL II Leverage the approaching milestone of our 50th anniversary to initiate a strong endowment building campaign.
- GOAL III Commemorate the anniversary with commissions and acquisitions of art.