

Purpose, Values & Direction

Our Vision

Regional Queensland is a place where artists, creativity and communities thrive.

Our Purpose

We connect artists, educators and communities through learning, creative opportunities and partnerships that strengthen regional Queensland.

Strategic Plan

Strategic Pillars	Strategies	Measured By
1. Learning	- Invest in and develop artists, arts workers and educators to increase their capacity, capability and employability. - Transform delivery of the Australian Arts Curriculum through For Schools - Embed, practice and promote culturally safe protocols and practices as a pathway to the 2032 Olympics. - Develop health and wellbeing for artists and communities through participation in the visual arts	- Member satisfaction with programs delivered. - Programs meet identified demand. - Teacher and student satisfaction - Participant feedback on learning outcomes and wellbeing.
2. Connection	- Position the Queensland Regional Art Awards (QRAA) as a platform for regional, rural and remote artists. - Utilise Festival House as a hub for Queensland artists. - Collaborate with government, councils, businesses, supporters, galleries, arts organisations and Flying Arts alumni.	- Activation of Festival house gallery - Growth in audience reach and exhibition attendance. - Growth in strategic partnerships and collaborative projects.
3. Organisational Excellence	- Provide a safe and supportive workplace. - Secure and maintain government, private, corporate and philanthropic support. - Maintain best-practice governance, risk management and secure systems	- Staff retention, satisfaction and safety. - Funding and reporting obligations met. - Effective Board Meetings, policies and reporting.