



BUSINESS PROFILE

Flying Arts Alliance (FAA) is a successful, modern arts and cultural development organisation which has inspired creativity, visual arts endeavour and enterprise in regional and remote Queensland for 45 years.

Our business is motivated with the purpose of fostering and developing the capacity and capability of the visual arts sector in regional Queensland.

The organisation's reputation for servicing its clientele has developed over time, through responding to the demand for, and on time delivery of high quality cultural experiences and services which are both accessible and affordable for its membership of artists, arts workers and their communities.

Flying Arts is a vibrant, vital part of the arts eco-system of the state, with a trusted brand and reputation, strengthened by positive engagement over time.

The organisation has an extensive network of clients, associates, participants, audiences, members throughout Queensland. FAA has demonstrated through its work with professional artists, teachers, students, young people, adults, local government, festivals and major community groups that the organisation and its program have made a significant and real difference in communities, especially for those with limited access.

Over time, many participants in Flying Arts' programs have become successful artists, art educators and cultural leaders in their communities. The development of skills and knowledge offered through our programs and services have contributed to employment and economic benefits for individuals and communities and, in turn, cultural benefits to the audiences they directly serve throughout Queensland.

Over the years the organisation established and fostered genuine strategic partnerships and alliances with commercial and philanthropic business partners, all of whom support the business because of the trusted reputation of the FAA brand, and what it has achieved for artists and communities. Whilst maintaining many long standing business relationships FAA actively seeks new partners, collaborators and supporters to increase our breadth and depth of reach throughout Queensland.

FAA is a contemporary, well-managed business. It is highly efficient in its operations, making the best of circumstances through prudent and strategic management of resources, assets and capabilities.

FAA has established a high benchmark for service quality, which is monitored regularly through ongoing and rigorous evaluation.

The FAA annual program undergoes thorough review annually, responding directly to participant and peer evaluation, to assure continuous quality improvements.

The FAA program reaches out to all parts of the community from classroom to career and towards lifetime engagement with visual arts. The scope of work includes workshops, residencies, touring

exhibitions, projects, events and professional services. These are delivered hands-on in the regions or through FAA's interactive web TV service.

FAA's commitment to innovation and development, and to providing a market driven service, is realised year on year, with new projects and initiatives presented as a result of a rigorous annual review of the previous program.

FAA is committed to making a difference in Queensland by supporting and promoting creativity and arts appreciation and practice as an integral part of the community's health and wellbeing in personal, professional and community life.

FAA is a not-for-profit incorporated Association with Deductible Gift Recipient (DGR) and Tax Concession Charities (TCC) status. Its operations are supported by a mix of government funding (23%), partners and sponsors (27%), benefactors and donors (23%), and earned program revenue (27%).

Under the guidance of the Board, elected by members at the AGM, this Business Plan outlines the strategies and staffing structure to deliver on the strategic direction and goals of the association. FAA will do this by addressing the four priority areas identified by Arts Queensland.

Reach

- Programming products, services and initiatives in response to the demands and needs of our stakeholders
- Delivering relevant skills / knowledge to culturally diverse communities
- Engaging our stakeholders
- Providing innovative delivery options to meet client needs

Quality

- Maintaining robust systems and processes
- Ensuring and strengthening branding and market positioning
- Delivering and developing innovative products and services e.g. exhibitions, development programs
- Creating and maintaining strategic partnerships and alliances.

Impact

- Developing program initiatives that are generated in the regions and extend (within their region) beyond the local area
- Identifying and fostering opportunities for artists at home and further afield
- Staying relevant through continual improvement in program initiatives in visual arts
- Leading through innovative marketing and communication channels.

Viability

- Maintaining and reviewing relevant, progressive, quality governance structure and processes
- Increasing and diversifying incomes streams
- Streamlining resource procurement and continuing to leverage against core funding
- Improving our relevance and value to our core membership base on a continuous basis