

**ONE
ONE
SIX**

STRATEGIC PLAN

2021 - 2024



OUR PURPOSE

ONEONESIX is a performance, art and community space. We incubate original ideas, celebrate, present and assist in the development of diverse contemporary arts practices, while supporting valuable community led activity by and for the people of Whangārei.





WHAT WE DO

ONEONESIX is a performance, art and community space. We incubate original ideas, celebrate, present and assist in the development of diverse contemporary arts practices, while supporting valuable community led activity by and for the people of Whangārei.

WHAT WE ARE IN THE BUSINESS OF DOING

We provide a flexible, affordable venue in central Whangārei available for use by community groups, artists and young people. We provide medium and long term space for community focused activity.

VENUE

We provide a flexible, affordable venue in central Whangārei available for use by community groups, artists and young people. We provide medium and long term space for community focused activity.

PROGRAMMING

We host a programme of contemporary, professional and community arts created by local and regional practitioners. We are a vital testing ground for touring companies, incubating new work before it premieres in main centres.

SKILLS

We provide a support structure for groups and individuals to grow ideas and skills. We facilitate development opportunities for young people looking for careers in the arts and support the development of professional performing arts frameworks within Whangārei.

THE PILLARS OF ONEONESIX



VENUE

We provide an affordable, independent venue including a performance space, community hall, studio space, kitchen facility and technical inventory.

Goal 1:

The condition of the ONEONESIX space reflects care and manaakitanga. The space is always clean, tidy, and above all, safe to use.

Goal 2:

ONEONESIX has a comprehensive and evolving plan in place to improve and maintain our facilities.

Goal 3:

ONEONESIX holds a well maintained, fit for purpose technical inventory.

ARTISTIC PROGRAMMING

We programme artistic content that is contemporary, varied and relevant to the people of Te Tai Tokerau, developing a local audience for high quality New Zealand art and theatre.

Goal 1:

ONEONESIX has a clear artistic identity with a strong community following. The range of content, value for money, and quality of programming builds and maintains a high level of trust with our audiences and our community.

Goal 2:

ONEONESIX is widely known by theatre makers and key funding bodies as a safe and robust “out of town tryout” space for new works.

Goal 3:

ONEONESIX provides flexible levels of technical and marketing support that cater for differing requirements and types of theatre companies.

Goal 4:

ONEONESIX supports the development of new contemporary performance work being created by artists in Te Tai Tokerau. It builds and strengthens an environment for local artists to develop and expand.

OUR COMMUNITY

We encourage and facilitate the use of ONEONESIX by the wider community of Whangārei, seeking out community led programmes and projects.

Goal 1:

The ONEONESIX community reflects the community of Whangārei.

Goal 2:

ONEONESIX provides crucial incubation support for new ideas, programmes and projects on top of venue provisions.

Goal 3:

ONEONESIX initiates and maintains connections and networks throughout the community

SKILL DEVELOPMENT

We promote and facilitate community skills sharing, participation and the growth and expansion of new ventures. We provide connections, resources and opportunities for people to become involved and educated in a vast range of community and performance activity.

Goal 1:

The activity at ONEONESIX provides opportunities for capacity building, experiential learning and connections between people in our community.

Goal 2:

ONEONESIX supports Whangārei’s ability to host and create creative and community events. Our presence makes it easier for others to do so.

Goal 3:

ONEONESIX looks to develop skills and experience in our own team and community through ongoing training and mentorship.

OUR VALUES



INVENTION

We support and enable new ideas and people who are working at the point where different creative and community fields intersect.

ACCESSIBILITY

We encourage the 'positive friction' of Whangārei, actively shaping our space and programme to ensure its accessibility to people of different backgrounds, ages, identities, ethnicities and abilities.

AGILITY

We are responsive and accountable to our community.

We look to fill gaps, take advantage of opportunities and adapt to the needs of the ONEONESIX whānau.

MANAAKITANGA

We host artists, audiences and community members with respect, generosity, and care.

AGENCY

We foster leadership in young people and our community.

We trust the people using our space and provide opportunities for them to grow.

We say 'yes' as often as is practical and safe.

WHANAUNGATANGA

We welcome people, their skills and their stories into the kaupapa at ONEONESIX.

People are at the centre of all of our decisions.

OUR GOALS

ONEONESIX is resilient and sustainable. It does not rely on a person or a single funder for survival. It follows a stool model of funding utilising charitable funding, operational revenue, local body funding and individual donors.

ONEONESIX has a clear framework and scale for costs for use of the space so that there is a consistent and transparent process around koha and free use vs corporate and full cost use. ONEONESIX maintains and initiates connections and networks throughout the community

ONEONESIX will have clear guidelines to support artists / rehearsal processes / touring works.

ONEONESIX will have booking processes and venue information that are readily accessible and easy to understand.

ONEONESIX will advocate for the arts and creative sector in our community.

ONEONESIX will respond to the needs of our community.



HOW WE WILL ACHIEVE OUR GOALS

ONEONESIX is resilient and sustainable. It does not rely on a person or a single funder for survival. It follows a stool model of funding utiliscommunity.

PEOPLE

- Management team
- Trust board
- Venue staff
- Mentors and advisors

FUNDING

- Space rental
- Fundraising
- Corporate sponsorship / partnerships
- Funding relationships (public & private)

STRATEGY

- Research and data analysis
- Strategic and annual operational plans
- Local and international benchmarking

GOVERNANCE

- Trust Board
- Stakeholder engagement
- Artist contracts

RELATIONSHIPS

- Industry networks
- WDC staff and councillors

NAME

- Brand/reputation
- Marketing/social media
- Media relationships

SYSTEMS/TECHNOLOGY

- Digital/technology
- Organisational systems
- Audience data gathering / CRM

INFRASTRUCTURE

- Venue and facilities
- Shared spaces/resources