

Mission Statement
for the
Print Council of Australia Inc. (PCA) for 2009 -2011
Endorsed by Management Committee May 2009

The PCA is the professional representative body that aims to be at the forefront of Australian contemporary printmaking.

It represents its members and Australian printmaking by supporting and encouraging innovative art practices and fostering greater awareness of original limited edition prints to its members, collectors and the wider community.

The PCA promotes the production and appreciation of contemporary Australian printmaking, nationally and internationally by growing the breadth of this practice through advocacy and strong leadership capacity.

The PCA is a not for profit member organisation, operating from self-generated and externally sourced funds.

Strategic Goal 1: Advocacy and promotion of contemporary Australian printmaking

The PCA aims to promote awareness of contemporary Australian printmaking to existing and new audiences; foster broader public knowledge; and support collecting of the artform through advocacy, websites, publications, exhibitions and other promotions.

Strategic Goal 2: Establishing financial security

The PCA aims to have a broad financial base to support its staff and operations on a sustainable basis. This will include self generated income through commissions, sales, membership fees and other opportunities as well as seeking philanthropic, corporate and government funding support for PCA operations and projects. The efficient management, administration and governance of the organization and its projects are essential to ensure this financial goal is achieved.

Strategic Goal 3: Create professional development opportunities for printmakers

The PCA aims to promote a variety of professional development opportunities for Australian printmakers through its own membership programs, partnerships with other organisations and promoting awareness of other initiatives within Australia and internationally.

Strategic Goal 4: Conserve the PCA's heritage

The PCA aims to preserve and maintain its organisational heritage; conserve and provide access to the Print Archive collection as a public and educational resource and to promote community and industry awareness of the ongoing role of printmaking in Australia and its place within Australian art history.

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Strategic Goal # 1	Strategic Goal # 2	Strategic Goal # 3	Strategic Goal # 4
<i>Promoting awareness of contemporary Australian printmaking</i>	<i>To establish financial security for the PCA</i>	<i>Create professional development opportunities for artists / printmakers</i>	<i>Conservation of the PCA history</i>
HOW will this be achieved:	HOW will this be achieved:	HOW will this be achieved:	HOW will this be achieved:
By more effectively utilising the Website as a promotional tool	The PCA will maintain its current membership and facilitate a 20%/annum growth.	Through networking with other national and international print organisations the PCA will open doorways for extended membership services.	The Print Archive documenting contemporary Australian printmaking since 1970 will be thoroughly documented; and be available as a resource to institutions and the general public literally through exhibitions and loans and virtually through the PCA webpage.
Through its key publication – IMPRINT magazine a vehicle for promoting Australian printmaking.	By securing on-going and significant one-off funding sources .	Through membership services (magazine, emails, media releases) the PCA will provide access to exhibition, workshop, conference, competition and grant opportunities available for its members.	The Print Archive will be housed and conserved to appropriate museological standards.

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Through a structured public Promotional Plan that promotes the Print Commission IMPRINT and outreach program.	Thru clever & creative income generation projects most specifically targeting small collectors to become Print Commission subscribers.	Through partnerships with other national and international print organisations the PCA will extend exhibition and conference potentials, and information dissemination.	The annual Print Commission process will be the tool to continue to annually document snapshots of contemporary Australian printmaking.
By promoting public and private print collecting more actively	Through partnerships with support-in-kind or sponsorship organisations.	Through linking with external training/ workshop providers the Print Council of Australia will maximise exposure to its members of these opportunities.	The PCA will commence documenting its links with other national printmaking activities eg: The Australian Print Workshop.
Through strong strategic alliances with major arts orgs, companies, corporations that can bring Aust prints into higher public exposure	Through efficient administration processes esp the processing of membership and advertising revenue into accounts.	Through links with collecting institutions and via the annual Print Commission the PCA will extend the number of collections that its artist members are in.	Through partnerships with key organisations sections of the reserve Print Archive will be sold or permanently loaned for safety, posterity and broader audience access.
By developing new middle income audiences in Australia and New Zealand	Through philanthropy from one targeted source.		Utilise collaborative exhibition projects as the catalyst for research and documentation.
By nurturing an audience New Zealand	By selling backlog commissioned prints and magazines		

Strategic Plan Annual Benchmarks

2009

Planning:	Complete a four year Strategic Plan and a supporting Business plan to commence in June 09
Events:	Launch the 2009 Print Commission in a public forum
Governance:	Hold a minimum of two Committee meetings outside Melbourne
Funding:	Success with 3 grant applications
Staffing:	Maintain Advertising/ database/ curatorial assistance @ 2days/ week
Planning:	Plan sponsorship and activities for 45 th & 50 th anniversary events PLUS IMPACT conference preparations

2010

Planning:	Complete a 2010-11 Business plan to support Strategic Plan
Planning:	Plan for 45 th & 50 th anniversary events PLUS IMPACT conference preparation
Events:	Launch the 2009 Print Commission and new website in a public forum
Governance:	Hold a minimum of two Committee meetings outside Melbourne
Funding:	Success with 3 grant applications
Events:	Participate in Melbourne Art Fair
Committee:	Attract 6+ new members to the Committee
Staffing:	Increase Advertising/ database/ curatorial assistance to 3days/ week to be paid from advertising revenue

2011

Planning:	Complete a review of 2010-11 Business plan and develop 2011-12 Plan to support Strategic Plan
Celebration:	45 th anniversary celebratory events will take place (x1 dinner, x 1 exhibition, x1 publication)
Events:	Launch the 2009 Print Commission in a public forum
Governance:	Hold a minimum of two Committee meetings outside Melbourne
Funding:	Success with 3 grant applications
Events:	Participate in a non-Melbourne based art fair
Staffing:	Increase Accounts Officer assistance to 2days/ week from increased revenues