

THE CAD FACTORY
BUSINESS PLAN SUMMARY

**2019-
2022**



THE CAD FACTORY
1906 STRONTIAN RD
SANDIGO NSW 2700
AUSTRALIA
P: +61 409 543 952
E: vic@cadfactory.com.au
W: www.cadfactory.com.au





OUR PURPOSE

From 2019 - 2022

VISION STATEMENT

We are an artist led organisation creating an international program of new, immersive and experimental work guided by authentic exchange, ethical principles, people and place.

Cover Photograph: Vanishing Point 4 (detail), Julie Montgarrett for the project Shadow Places 2017. Credit: James Farley

Photograph: Solar Farm, Micheal Petchkovshy and the Cad Factory and Vanishing Point 4, Julie Montgarrett, for the project Shadow Places 2017, along the Narrandera Traveling Stock Reserve. Credit: Vic McEwan

OUR BEHAVIOURS

From 2019 - 2022

Committed

to the organisation and its vision, and to making yourself and those who you deal with, better people

Curious

be keen to explore ideas and new ways of doing things, be prepared for open discussion, to learn and to work collaboratively with many different kinds of people

Accountable

always take responsibility for actions and outcomes, admit to mistakes, be efficient and effective, and seek to get things done in a practical and safe way

Creative

be adaptive, flexible, prepared to change direction and seek outcomes that are in keeping with the organisation's artistic goals

Authentic

always be honest, do things in such a way as they support and align with the organisation's ethos, speak up, respect others and have fun

OUR PRINCIPLES

From 2019 - 2022

- Develop challenging and thought-provoking arts programming and practice
- Consider theoretical thinking and deliver tangible outcomes
- Work in a non-binary way that encompasses nuance and complexity
- Decentralise thinking around city-based locations as centres of power and culture
- Embed First Nations content and thinking into projects whenever suitable
- Embed primary, secondary and tertiary student engagement into all of our programming
- Provide inclusive opportunities such as captioned documentation, Auslan interpretation or venue accessibility wherever possible
- Power 75% of outdoor installation artworks using solar power
- Place the work we do in regional NSW within international thinking



*Photograph: Bogong Moth, Vic
McEwan, 2019, taken at Falls
Creek, Victoria*



KEY STRATEGY

First Key Strategy

DELIVER EXCELLENCE IN CONTEMPORARY ARTS PRACTICE

We are committed to providing and broadening Australian contemporary visual, performance and installation arts practice that represents global excellence.



*Top left photograph: Specimen
Portsmouth, 2018.
Credit: Vic McEwan*

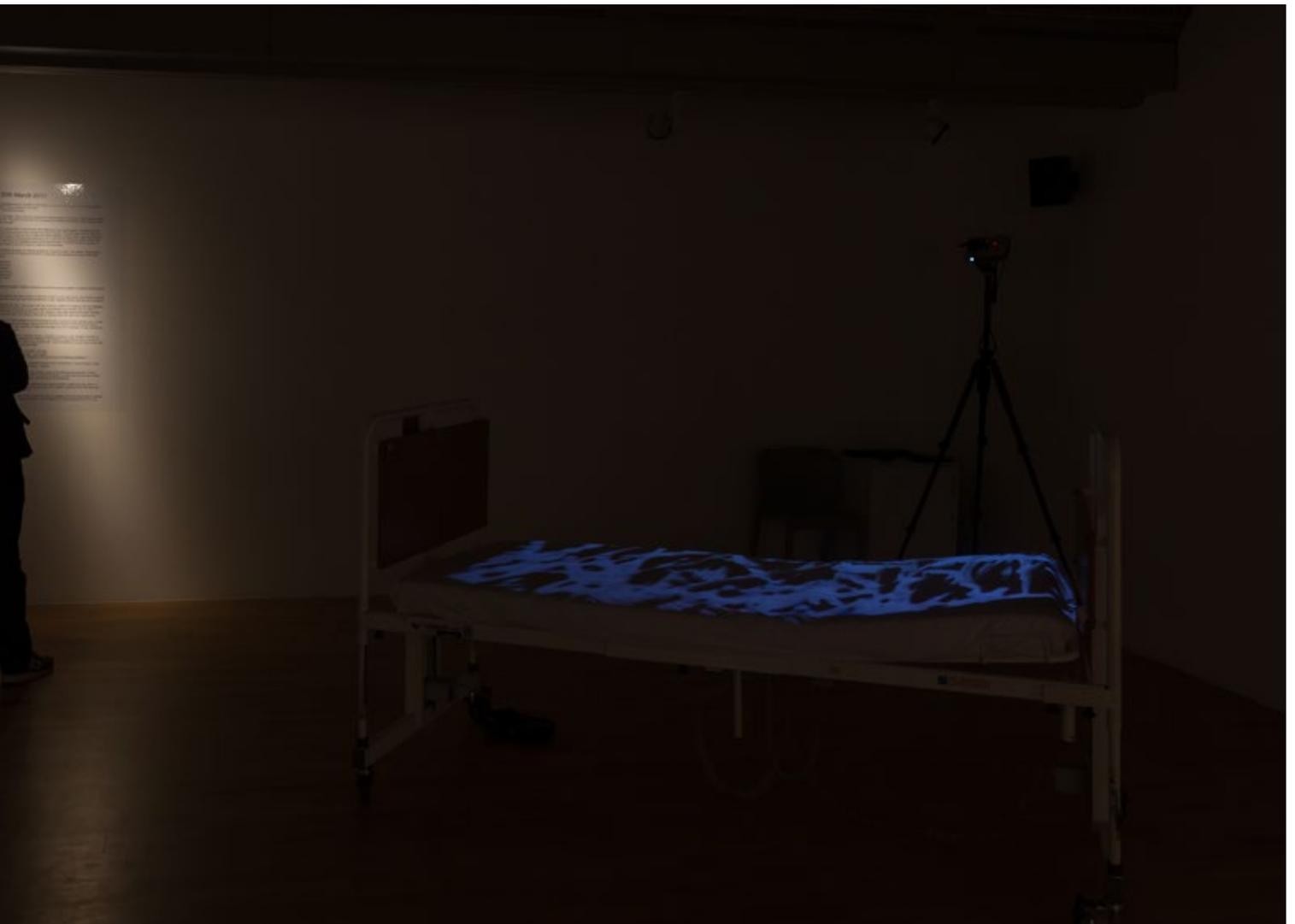
*Bottom left photograph:
Screening of Prepared Hospital
Bed at HOME, Manchester.
Credit: Sarah McEwan*

*Right photograph: The Harmonic
Oscillator, 2017, Vic McEwan at
Tate Liverpool.
Credit: Vic McEwan*



Initiatives

- 1.1 Deliver a program of leading cross-disciplinary contemporary arts projects.
- 1.2 Further develop and create new relationships locally, nationally and internationally.
- 1.3 Build partnerships with major institutions that support contemporary art excellence.
- 1.4 Develop cross sector partnerships that push the boundaries of contemporary arts practice.
- 1.5 Position the Cad Factory as a nationally and internationally recognised arts organisation.
- 1.6 Document and publish project outcomes as an ongoing legacy and contribution to the sector.



KEY STRATEGY

Second Key Strategy

BUILD MEANINGFUL PARTNERSHIPS THAT NUTURE AND DEVELOP ARTS CAPACITY FOR COMMUNITIES, PEOPLE AND PLACES

We will actively connect with the arts and other sectors, service providers, community groups and national and local businesses to build relationships, tell stories and celebrate landscapes and the people that live within them.

Left photograph: RE//CREATING at Narrandera Arts Centre 2017. A three year project with Charles Sturt University and 23 Riverina female artists.

Credit: Sarah McEwan

Top left photograph: Aunty Lorraine Tye leading a workshop with the NSW/ACT Arts Health Leadership Group.

Credit: Sarah McEwan

Bottom right photograph: Teacher Tree, a collaboration between Vic and Sarah McEwan and 41 St Joseph's Narrandera students 2017, for the project Shadow Places.

Credit: Vic McEwan



Initiatives

- 2.1 Deliver four arts projects in conjunction with national institutions.
- 2.2 Deliver four arts projects in conjunction with an international partner.
- 2.3 Sustain and grow partnerships with regional organisations.
- 2.4 Work with primary, secondary or tertiary students as collaborators on four projects.
- 2.5 Enhance local connections by establishing an informal group to have ongoing dialogue around local Cad Factory planning.
- 2.6 Develop an increased online presence including Facebook (2,000 friends), twitter (350 followers), YouTube (2000 views) e-news subscribers (1000) and instagram (500 followers).



KEY STRATEGY

Third Key Strategy

PROVIDE OPPORTUNITIES, ACCESS AND KNOWLEDGE FOR ARTISTS, AUDIENCES AND COMMUNITIES

We will help grow and sustain artists, audiences and communities by providing connections, access and knowledge for people to share their voices within regional, national and international locations.



*Top left photograph: Elvis Richardson lecture at Charles Sturt University for the project RE//CREATING 2017.
Credit: James Farley*

*Bottom left photograph: Griffith Regional Art Gallery residency for supported artists Layla Bacayo and Wayne Emerson, 2018.
Credit: Sarah McEwan*

*Left photograph: Into the Fold by Jordy Bos at Gallery 43, 2016. Mentored by Sarah McEwan to hold her first solo exhibition.
Credit: Angela Coombs Matthews*



Initiatives

- 3.1 Reach a target audience of 15,000 people each year.
- 3.2 Support the creation of performative installations within non-typical spaces and environments.
- 3.3 Deliver six gallery-based exhibitions or performances.
- 3.4 Deliver one theatre production with an international partner.
- 3.5 Provide mentoring, project and collaboration opportunities for artists with a regional or rural focus.
- 3.6 Deliver one project with the Riverina disability community.
- 3.7 Deliver a local creative opportunity that supports the community connection to the organisation.



KEY STRATEGY

Fourth Key Strategy

NAVIGATE COMPLEX ISSUES THROUGH ARTS PRACTICE

Using art-based activity and projects, we will explore aspects of health including gender, environmental, social, economic and individual.

*Left photograph: Specimen
Wagga Wagga, 2017 for
Illuminate Festival.
Credit: Vic McEwan*

*Top right photograph: How is
regional feminism different
and why does this matter?
presentation at Artlands Victoria
Credit: Jamile Arcus for Regional
Arts Victoria*

*Bottom right photograph: The
Harmonic Oscillator presentation
at the Patient Experience
Symposium*



Initiatives

- 4.1 Deliver two projects that explore social and environmental colonisation and its impact on Australia.
- 4.2 Build existing and new connections with organisations exploring similar topics.
- 4.3 Undertake five performative lectures on arts and health.
- 4.4 Deliver one project that celebrates change makers within Australia.
- 4.5 Deliver one exhibition engaging with the position of women and queer identities from an international, national and regional perspective.
- 4.6 Deliver one exhibition engaging with positive manhood for young boys.



KEY STRATEGY

Fifth Key Strategy

CREATE A VIABLE, SAFE, DYNAMIC AND CONNECTED ORGANISATION

We aim to become a more sustainable organisation by increasing funding, building organisational capacity and connecting interested supporters to us in more formal ways.

Top left photograph: Bendigo Bank Narrandera Sponsorship, 2018. Credit: Janet Brown for the Narrandera Argus



Bottom left photograph: Winning the 2018 CHASS Prize for Distinctive Work for the Harmonic Oscillator. Credit: Lindy Allen



Right photograph: The Cad Factory's solar set up in collaboration with Michael Petchkovsky. Credit: Vic McEwan



Back cover: Specimen Narrandera, Vic McEwan, 2019 at Second Beach, Narrandera

Initiatives

- 5.1 Increase funding by 50%.
- 5.2 Secure three project cash partnerships and one core program partner.
- 5.3 Secure philanthropic funding of \$60,000.
- 5.4 Secure three new Board members.
- 5.5 Create an operating manual documenting key organisational processes including safety and compliance checklists.
- 5.6 Create an Artist Induction Kit.
- 5.6 Explore and define the Cad Factory brand.
- 5.7 Develop guidelines and resources for Cad Factory Solar to encourage arts organisations to implement modulare solar systems like those we have developed for outdoor projects.





www.cadfactory.com.au