

Our Vision

Engage, grow and empower regional creative industries

Our Mission

To advocate and connect regional creatives with workspace, learning opportunities and networks, to uplift their endeavours and create an environment which both local community and creatives can support each other.

Our Purpose

To make a creative difference

2019 – 2021 Strategic Priorities

1 Strengthen Pilbara liveability and community connectedness.

O u t c o m e A r e a s

community belonging | sense of place | economic contribution

2 Ensure operational sustainability through a robust governance structure, diverse funding base and strong partnerships.

O u t c o m e A r e a s

sector development | recognition | positive future

3 Diversify economy through sustainable creative enterprise.

O u t c o m e A r e a s

bonding, bridging and linking | individual economic development | employment prospects

4 Improve the quality of outcomes, promote the reputation of Pilbara artists and enhance exhibition programming.

O u t c o m e A r e a s

stimulation | insight | bonding, bridging and linking

5 Improve operational performance through implementation of best practice systems, recruitment and

retention of professional staff and strong management performance.

o u t c o m e A r e a s

quality | diversity | organisation

Our Values

Growth and Empowerment

Capacity build through connection with creativity, encouragement and passion, holding each other to account.

Belonging and Connection

Do what we say, say what we do, celebrate and respect differences

Agile and Evolutionary

Responsive to needs, and apply an adaptive approach, embracing intrigue to deliver unexpected and captivating experiences