



INDEPENDENT ARTS FOUNDATION INC

STRATEGIC PLAN

2025 – 2027

Vision

South Australia is a place where emerging artists are supported to establish and develop their careers, and thrive in the future.

Mission

The Independent Arts Foundation (IAF) exists to support the development of the arts in South Australia. We achieve this by providing financial assistance to artists and building community through the celebration of local artistic talent.

Values

- Creativity
 - Opportunity
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- Diversity, Inclusivity and Equity
 - Community
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Strategic Goals

1. Build sound governance
2. Ensure the sustainability of the IAF
3. Support emerging artists

Strategic Goal 1: Build Sound Governance

Objectives

- Use the Strategic Plan to guide all organisational activity
- Maintain compliance with ACNC governance standards
- Establish and implement comprehensive governance policies

Strategic Actions

- Review the Strategic Plan annually
- Facilitate annual completion of the ACNC Self-Evaluation for Charities by the Board
- Develop a comprehensive policy and procedure manual including:
 - Board Charter and Manual
 - Conflict of Interest Policy
 - Risk Register
 - Sub-Committee Terms of Reference
 - Financial Management Policies
 - Banking and Accounting Delegations
 - Budget Management
 - External Financial Support
 - Record Keeping

Strategic Goal 2: Ensure the Sustainability of the IAF

Objectives

- Diversify and grow income streams
- Secure adequate funding for the grants program, operations, and financial reserves
- Enhance community awareness and engagement with the IAF

Strategic Actions

- Develop and implement a marketing strategy to promote IAF's programs, grants and events
- Explore opportunities to increase and diversify income through sponsorship, corporate partnerships, philanthropy, and memberships
- Identify and implement strategies to attract new members and retain existing members
- Explore partnerships with other not-for-profit arts organisations

Strategic Goal 3: Support Emerging Artists

Objectives

- Increase awareness and accessibility of the IAF grants program to emerging artists and the public
- Celebrate and showcase grant recipients
- Empower emerging artists to develop their practice

Strategic Actions

- Review and align the grants program with strategic priorities
- Organise outreach events with arts bodies and training institutions
- Promote grants through social media, press releases, promotion video and targeted campaigns
- Provide platforms for recipients to exhibit or share their work
- Analyse data on grant applications, artist demographics, and awareness sources to guide program development