

OUTCOME 1

Confidence, Capacity and Skills

- Inspire and support ambition and risk through visionary leadership and excellent governance
- Build skills, confidence and capacity among the NI cultural sector in income diversification strategies
- Explore, champion and inspire new income models and new private income sources for the arts in Northern Ireland
- Work strategically with others to influence a change in the arts funding ecology that supports long term financial strength
- Support, nurture, and develop cultural fundraisers and leaders of the future, at all stages of their career

OUTCOME 2

Advocacy and Leadership

- Work with strategic partners to evidence and advocate for the economic and social impact of the arts and need for and value of investment in it
- Through our research and knowledge-based intelligence, evidence the value to both sectors of creative cultural-corporate partnership
- Create platforms to showcase and inspire cross sectoral corporate-cultural partnership to drive business performance and investment in the arts

OUR VISION

A valued and thriving arts and creative sector achieving their ambitions and fulfilling their potential.



OUTCOME 3

Connection and Networks

- Grow our NI arts and cultural sector network through an informed and relevant offer and engagement strategies
- Increase the number of private sector businesses engaging with and investing in the arts by growing our business networks and membership
- Mobilise and connect our networks to strengthen the arts and drive business performance for both sectors
- Inspire and broker business investment in the arts

OUTCOME 4

Organisational Sustainability

- Model excellent governance and modern business practice
- Improve A&B NI sustainability by growing income from consultancy, training, investment and development and membership
- Gather evidence, data and stories to capture our impact
- Market and communicate our value and impact
- Develop and retain a motivated and skilled team who feel valued and where creativity and innovation is welcomed and encouraged
- Grow and build our networks in NI, Ireland, UK and internationally to be informed and trusted thought leaders in corporate-cultural partnerships and cultural income diversification strategies

AMBITIOUS

We are ambitious and inspire ambition in others

CREATIVE

We passionately champion and celebrate creativity

COLLABORATIVE

We are a welcoming trusted, well-connected partner who will foster collaboration

INCLUSIVE

We ensure inclusivity and belonging by listening, learning and being guided by experts