

Embroiderers Guild of WA
Strategic directions 2020/21 - 2022/23
Management Committee

Over the last few months of 2020, the Management Committee gave a lot of thought to its role (and did an internal governance review) and its responsibilities for stewardship and development of the Guild.

We have completed a three-year plan (2020/21 to 2022/23) to guide our work. It is attached for your information. We hope that you will discuss it with others and be inspired to assist us. Working together, we can ensure that the Guild remains strong and viable in the future and continues its tradition of providing a safe, supportive and welcoming environment for everyone in the WA community to learn and enjoy embroidery.

If you would like to contribute in some way to any of these initiatives, please contact anyone on the Management Committee to talk about it. We will provide regular comments and updates on our progress via our Notes from the Management Committee, at Leaders Day and at the AGM and the Annual Report.

Prudence Ford

President,

30 January 2021

STRATEGY FOR THE EGWA FOR THE NEXT THREE YEARS (2020/21 TO 2022/23)

INTRODUCTION

Management Committee thinking is set against the background of two directive statements:

- Our Constitution which says
 - “The object of the Guild is to encourage and foster needle art in Western Australia and in particular:
 - (a) To foster the amicable exchange of ideas in the field of needle art.
 - (b) To teach needle art and to attain and maintain a high standard by discussion and exhibition of work.
 - (c) To hold regular major exhibitions of members’ work.”
- Our “Why” statement which says
 - “To foster a supportive community of friendship and learning, enriching creative and social wellbeing, so that individuals develop and flourish. “

We are fortunate that we have a 50-year history to draw on. The efforts of many embroiderers over that 50 years has left us in a strong financial position (we own our own building and we are sound managers of our finances on a year-on-year basis), and with a culture of learning, support, and enjoying embroidery. We need to build on these strengths and ensure we continue to grow and are sustainable for the future. We offer a safe and welcoming environment to everyone and the opportunity for us all to learn, share and teach.

We cannot be all things to all people so we must carefully consider what needs to be done, in what order and how much we, as a dedicated group of volunteers, can achieve in the three years covered by this plan.

We need to support the existing activities which make the Guild strong:

- The work of the Education Committee
- Groups
- The library
- Collection
- New book sales
- Donated goods sales.

We need to consider what developments will enhance the Guild’s operations and offerings and increase their sustainability. We need to consider developments and/or new approaches where these are designed to improve efficiency, increase responsiveness to the needs of members and potential new members and share the joy and benefits of embroidery with our broader community.

1. AIMS OF THE STRATEGY

The broad aims of this strategy are to:

- To leave the Guild in better place for the next Management Committee (our stewardship role) and for members.
- To be 'out there' in the community more (because we have lots to offer, it will give our members a sense of pride in belonging and it will encourage more people to join).

In a cultural sense we want to leave an environment where:

- People feel supported as individuals and in their roles within the Guild;
- People feel empowered to take actions within the broad agreed framework; and
- There is a sense of excitement and connection about what is happening in the Guild, what is planned and what members are offered by the Guild.

ELEMENTS OF THE STRATEGY

A] Our Stewardship role

Key Objectives

- Maintain and enhance Guild House as possible and appropriate to meet the needs of the Guild now and over the next 15-20 years
- Administer the affairs of the Guild as efficiently and effectively as possible.
- To facilitate smooth integration of members into leadership roles (Management Committee or Group Leaders).

Key Tasks

1. Improve the physical access to Guild House (2020/21 and 2021/22)
2. Increase the space available to the Collection (2020/21 and 2021/22)
3. Streamline administrative processes and get as much online as possible (2020/21 and 2021/22)
4. Improve filing systems (2020/21)
5. Implement a new membership data base (2020/21).

B] Being out there in the community

Key Objectives

- Hold Exhibitions
- Enable greater use of the Collection
- Give public talks and establish a Guild lecture program open to the public

- Encourage Groups to participate in local community arts events
- Commence improved engagement with other cultures.

With the planned focus on expanding our sharing and learning from unfamiliar cultures we will need to be alert for unexpected responses and ensure we provide a safe and inclusive environment for all members and guests.

Key Tasks

1. Exhibitions
 - a. Explore options for small exhibitions/displays and work out what is needed to make it as easy as possible to organize them. (2020/21 and 2021/22)
 - b. Plan the next major exhibition of Guild members work and hold the Exhibition in 2022. (200/21 and 2021/22)
2. Greater use of the Collection
 - a. Ensure all items in the Collection are on the Mosaic (Museums) database and make that accessible to all members (2020/21 and 2021/22)
 - b. Make the Collection on Mosaic accessible by the public (2021/22)
 - c. Consider how to provide more space for the Collection so that members and the public can see and research items.
3. Public Talks
 - a. Develop a bi-monthly public lecture program (2020/21 and 2021/22)
 - b. Inclusion of cultural talks.
 - c. Consider developing a small library of talks (PowerPoint, display items from the collection and speaking notes). Have Goldwork and Samplers. (Feasibility work 2022).
4. Cultural learning and engagement
 - a. Identify cultures and groups to engage with.
 - b. Approach cultural leaders for assistance.
 - c. Consider textile learning opportunities.

C) Guild Cultural environment

Key Objectives

- Support Groups and in particular, Group Leaders as they have three roles
 - amicable exchange of ideas
 - teaching needle art, and
 - sharing of embroidery with the community.
- More engagement with Lone Members.

Key Tasks

1. Video Lectures and special presentations and make them available to members (2021/22)
2. Provide improved access to Displays in Guild house –(e.g. photograph some items, add relevant information and this made available to members (via Facebook?))
3. Ensure the Library online catalogue is searchable with on-line loans available and books dispatched if required.
4. Enhance Group Leader understanding of and use of the Collection
5. Provide information on what learning boxes are available
6. Maintain a list of contact people for the many aspects of the Guild's activities
7. Take New Books for Sale and Donated goods out to Groups (supporting greater engagement between Groups and Management Committee).