

Australia Business Arts Foundation

CHARTER OF OPERATIONS 2010-11

The Australia Business Arts Foundation (AbaF) is a company of the Australian government. AbaF connects the arts, business and donors. Since 2000 when AbaF was established private support for the arts in Australia has almost doubled (from \$108M in 2001 to \$212M in 2009).

AbaF works with business, donors, foundations, artists and arts organisations and pursues its objects through:

- advocating to business the value and benefits of support for the arts
- building the capacity of the arts to attract private support (revenue, governance and management)
- connecting the arts and private sectors to foster mutually beneficial relationships
- measuring and sharing information about private support for the arts
- promoting best practice in private support for the arts
- positioning AbaF as the national Australian thought leader in private support for the arts.

AbaF leverages the investment of the Australian government through securing income from business and foundations. AbaF's resources are entirely directed towards developing and delivering national programs and services to:

- encourage and assist business to derive value and benefit from relationships with the arts
- support cultural institutions, arts organisations and artists to increase income from private sources (business, individual donors and philanthropic foundations) and to continuously improve their management and governance.

AbaF provides national leadership by:

- maintaining the national AbaF council of senior business leaders who actively advocate the value and benefits of business support for the arts
- building effective connections with business leaders, including peak bodies and professional associations, to encourage their engagement with and support for the arts
- maintaining strong relations with cultural institutions, arts organisations and individual artists to promote their engagement with and connection to business and donors
- continuously reviewing AbaF's programs and services to ensure they meet market expectations and standards
- coordinating an annual awards process and ceremony to honour and celebrate best practice and leadership in private support for the arts in Australia
- undertaking research into and collecting data on issues, trends and factors affecting private sector support for the arts
- providing informed comment and contributing to public discussion about private support for the arts in Australia through opinion pieces for national newspapers and websites and media comment
- building AbaF's relations with international bodies pursuing similar objects and sharing knowledge and expertise internationally.

Australia Business Arts Foundation

CHARTER OF OPERATIONS 2010-11

AbaF will ensure widest possible access to its programs and services through:

- presentations by AbaF councillors and other business leaders to business in collaboration with national, state and local peak business bodies and professional associations such as the Business Council of Australia, the Committee for the Economic Development of Australia, the Australian Institute of Company Directors, and state and local Chambers of Commerce to advocate for business relationships with the arts
- presentations by AbaF staff to small and medium enterprises to encourage support for the arts, especially pro bono services through AbaF's adviceBank and boardBank
- partnerships with peak arts and cultural organisations such as Regional Arts Australia to promote and deliver workshops and related services to artists, arts organisations and businesses in regional Australia
- continuing to model AbaF as the centre for knowledge about private support for the arts in Australia and to build and share that knowledge through AbaF Online (articles, essays, webinars, podcasts, responses to queries, RSS feeds, etc) and the media
- publishing information about private support for the arts in guides, regular e-newsletters and magazines, journals and electronically.

AbaF will work collaboratively with the Australia Council for the Arts and State and Territory government arts agencies to advance shared agendas including:

- facilitating access for cultural institutions and arts organisations to relevant and current information and advice about business sponsorships and partnerships and cultural philanthropy
- strengthening the governance, management and administration of publicly funded not-for-profit arts organisations and cultural institutions
- consulting regularly with state and territory governments and their agencies (arts, business development, regional) to identify opportunities for alignment with their objectives and strategies to support the viability and sustainability of the arts
- ensuring that AbaF's programs and services effectively meet the agencies' expectations and the needs of the artists, arts organisations and cultural institutions in their jurisdiction

AbaF will maintain effective communications with the Australia Council for the Arts to maximize resource use, explore efficiencies and avoid duplication.

AbaF will continue to address government priorities through:

- improving communication with stakeholders through:
 - more segmented communications, in particular e-newsletters and AbaF Online
 - wider distribution of the rebranded magazine, Connect
 - targeted media activities
 - forums with arts and business leaders
- increasing engagement with the SME sector through:

Australia Business Arts Foundation CHARTER OF OPERATIONS 2010-11

- collaboration with peak bodies in the SME area to secure speaking engagements for AbaF councillors and business leaders
- developing and delivering services to assist SMEs to leverage and measure arts relationships for better business outcomes
- further promotion of the Premier's Arts Partnership Funds in SA, WA and Tasmania
- increasing efforts to establish new Premier's Funds in the other states and territories
- promotion of the AbaF SME Award at the AbaF awards and through The AbaF Gold Book
- ensuring more consistent service delivery by AbaF state offices through:
 - refined goals and strategies which reflect state specific requirements
 - more detailed and comprehensive recording of outcomes resulting from engagement with AbaF by business, arts and donors
 - attention to customer service and maintaining consistent and continuous service standards
- pursuing a productive and collaborative relationship with the Australia Council for the Arts, by collaborating on research projects and professional development for arts managers
- providing strong leadership to the arts sector assisting arts organisations to build productive business partnerships through:
 - convening forums for arts and business leaders to explore current issues and opportunities
 - enhancing AbaF's 'mentoring' and advisory services for the arts, especially small and medium organisations
 - coordinating more connecting activities to bring business and arts together for mutual benefit
- ensuring that AbaF's ongoing financial position is robust and sustainable through:
 - securing revenue and in-kind support from sources other than Government
 - examining all programs and services for their ongoing financial sustainability
 - maintaining stringent financial controls and reporting processes
 - encouraging all staff to share responsibility for maintain costs and identifying new opportunities for revenue
 - establishing in-kind partnerships with providers of services to AbaF (including market research companies, web developers, designers, printers, public relations consultants) to reduce costs through pro bono or discounted services

AbaF will engage strategically with Australian Government and Cultural Ministers Council key initiatives by:

- actively participating in national forums, programs and initiatives as appropriate
- contributing to, or leading, initiatives for the cultural sector that support the strategic priorities of government and the Cultural Ministers Council in those areas in which AbaF has expertise

Australia Business Arts Foundation CHARTER OF OPERATIONS 2010-11

- continuing to work cooperatively with the Minister, the Department and other portfolio agencies to effectively fulfill AbaF's role which will include:
 - keeping the Minister and the Department fully informed in a timely manner of AbaF's activities and of any significant events relating to AbaF's business
 - responding to requests from the Minister's office in consultation with the Department
 - implementation of the Business Strategic Plan 2010-11, business priorities, and performance measures
 - maintaining the highest standards of corporate governance and performance.
- comply with and pursue best practice in all relevant governance and legislative requirements.