

Maitland Regional Art Gallery Strategic Plan 2025



Engagement Summary

Maitland City Regional Art Gallery (MRAG) and Maitland City Council engaged with the Maitland community to help shape the Gallery's strategic direction until 2025. The feedback received has helped identify current and desired participation levels, barriers to visitation, critical community need and the aspirations of our community for the Gallery.

How you engaged



14,500 people reached via social media



5,000+ people reached face to face through pop up events



More than **600** completed surveys



191 visits to the Maitland Your Say project page



4,700+ direct emails



12 community stakeholder interviews

Who we engaged with

Community leaders or advocates of community groups representing:

- Aboriginal and Torres Strait Islander people
- People living with disability
- Culturally and linguistically diverse people
- Young people

Maitland community:

- At various shopping centre pop ups
- Riverlights Multicultural Festival
- An online survey of both gallery visitors and non visitors



'I think you are great. It is a first choice to take visitors to our region.'

'Availability of parking is probably the only inhibiting factor for me.'

'I think what you do there is wonderful and covers a broad range of interests for the general public.'

'If something could be done with the grass area next to the gallery and have a nice garden with art sculptures that would be amazing.'

'You cater well for children, I love to visit with my granddaughter, especially in school holidays.'

'It is the most friendly, accessible, dynamic, inspiring, creative, community focused institution I have ever been to. So thankful for MRAG. I would not have based myself so happily in this area had it not been for MRAG.'

'Be dynamic and iconoclastic, embrace Indigenous art.'

'More creative, making workshops - creative skill development.'



What we heard

- The current level of community awareness and engagement with the Gallery is positive; 82% of respondents had previously visited.
- Family and work commitments are the most significant barriers to people visiting more regularly.
- Physical barriers to participation include access to public transport, a lack of adequate parking, access to Gallery information and access to support workers.
- Social barriers to participation involve family commitments, social isolation, access to support networks and social anxiety.
- Positive feedback received regarding the diversity of the Gallery's existing program.
- Request for increased youth, technology, local, interactive, multi-disciplinary and sensory content.

Outcomes

The Maitland Regional Art Gallery's 2025 vision:

We foster creativity, enable inclusion and promote knowledge. We present opportunities for the enjoyment of art and cultural endeavour for the Maitland community, its visitors and our digital audience. We do this through the work of artists and the stewardship of our collection and cultural programs.

2025 mission:

Our mission is to deliver innovative, engaging art exhibitions and cultural programs for the exchange of knowledge and ideas and the enjoyment of the growing Maitland community and its visitors.

The strategic plan for the Gallery sets out the strategies and key initiatives to achieve this vision.

