

## **AIR policy and development plan 2011-13**

### **Mission**

AIR's mission is to be the voice of visual and applied artists. Through discussion and debate, AIR will identify and explore the issues that impact on artists' practice in order to campaign for artistic, legislative and economic measures to enhance artists' working lives and advance their professional status. AIR seeks to promote the central role of the artist within a diverse and sustainable cultural landscape.

### **AIR Objectives**

#### **To enable interaction amongst artists to support representation and advocacy**

*We will achieve this by:*

Creating the AIR Annual Members' Forum as a platform for debate in to a different part of the UK each year. This will provide opportunities for networking and discussion - updating members and AIR Council on campaign work and canvassing ideas and opinions on current/future campaigning agendas. Digitally enabled, virtual participation will be facilitated within the Forum First Forum planned for November 2011.

1. Developing the AIR Activists network and programme and the 'virtual' and physical space in which members can converse confidentially and voice their views and concern with other members and with the AIR Council, this including:
  - a. Encouraging, supporting and publicising member-led discussion, debates and awareness projects in different parts of the country
  - b. Training and support for AIR members to enable them to better represent insights about artists and their practice in cultural arenas including on panels, forums and boards

- c. Creating a framework for AIR Activists to contribute to national and international campaigns and forums where the arts, culture and artists are involved to ensure artists' insights and needs are articulated.
- d. Promoting and enabling the role of artists as advocates for themselves and their profession, as expert contributors to cultural, academic, political and economic forums and panels.

### **Gathering intelligence about visual arts practice and artists' careers to influence policy-making**

*We will achieve this by:*

1. Conducting an annual survey of AIR members to ensure AIR Council's work is based on evidence on artists' current practices and career expectations, their changing needs and their expectations of AIR.
2. Conducting snap surveys and consultations on key issues as they arise or are created by the external environment on which the members' views or evidence are crucial in authenticating AIR's representative role.
3. Collecting data on artists' professional development needs and routes for delivery including anticipating the needs of new graduates through AIRTIME events
4. Supporting and encouraging greater provision of artists on Boards and decision-making groups by providing them with briefings and evidence
5. Establishing channels of communication with influential people and members of decision-making committees such as Government ministers and departments and CHEAD.
6. Developing regular communications to arts journalists, policy-makers and cultural commentators so that Council members are well-briefed and trained to deal with external communications and advocacy

## **Providing practical and professional benefits for artists**

*We will achieve this by:*

Researching and identifying new needs from AIR surveys, events and discussions and assessing the viability of any new benefit

7. Establishing a set of AIR approved 'good practice' documents on rates of pay and working arrangements.
8. Exploring potential for income generating projects that would provide financial support for members in need and finance significant AIR developments.
9. Developing a 'patrons scheme'
10. Exploring partnerships and support for delivering tailored Professional development to artists
11. Identifying partnerships, collaborations and affiliations to increase AIR's practical or professional benefits for members.

## **Collaborating and cooperating with artists' societies, representative and campaigning groups in the UK + internationally**

*We will achieve this by:*

12. Instigating an annual Convention of artists' organisations to pool knowledge and support joint research, influence and campaigns
13. Maintaining AIR's membership of ECA – European Council of Artists.
14. Forging a Memorandum of Understanding with SAU (Scottish Artists Union) and other unions or associations in the UK to foster campaigns, research and action for the benefit of members and artists.

15. Creating a point of contact with unions and representative bodies for other artform
16. Building on AIR's relationship with CARFAC and IAA where this fosters exchange and development of sectoral evidence and joint ventures.
17. Supporting and gathering evidence for campaigns and lobbying to support arts and art education

**Enabling students to establish a career as practicing visual or applied artist**

*We will achieve this by:*

18. Creating an Associate Membership for students and recent graduates from practice-based visual arts courses in Further and Higher Education.
19. Developing our relationships with the HE sector to
  - a. Collaborate on hosting / enabling AIRTIME events and student participation
  - b. Actively encouraging art and design courses to include talks, lectures and seminars by AIR members within Professional practice modules and critical practice
20. Identifying and contributing AIR's knowledge to the development of visual arts and curatorial courses and provision through 'new art schools'.