

ANZCA


AOTEAROA NEW ZEALAND
CIRCUS ASSOCIATION

STRATEGY DOCUMENT
2019 - 2020



Ngā Tikanga

Values and Best Practice

- Mānakitanga – showing **respect** for others
 - Hauora – seeking appropriate **balance** between mental, physical, social and spiritual wellbeing.
 - Awhinatanga – maintaining **care** for others
 - Whanaungatanga – recognizing and promoting **diversity** and inclusiveness
 - Pono tūtura – maintaining professional **integrity**
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Our Future

We intend to help circus in Aotearoa to thrive.

We want to assist in building a healthy community.

We intend to see circus as an art form respected by the general public.

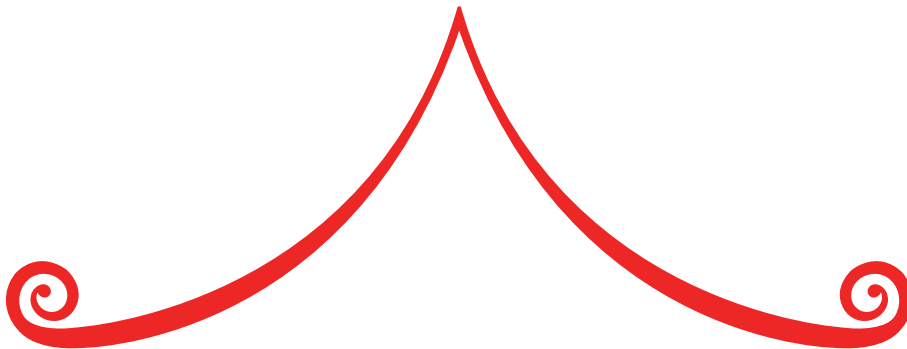
We will lead progressive thinking within the circus community.

We will champion respect for the roots of circus arts as well as upholding the traditional values of care and community.

We intend to support circus practitioners in Aotearoa to achieve viable careers.

We aim to build the necessary relationships in order to integrate circus into other sectors.

We intend help circus arts within New Zealand to be considered as its own, thriving art form.



Our Focus

Developing relationships within the creative associations.

Gaining national awareness of circus arts.

Bolstering the perceived validity of circus arts.

Opening new possibilities to grow our industry and the support for its participants at all levels.

Gaining a clear understanding of what the Aotearoa circus sector is and needs.

Developing relationships and strengthening connections between circus practitioners and organisations across Aotearoa.



Our Foundation

ANZCA was formed to unite the circus communities within Aotearoa NZ by giving our art form validity and a greater collective voice. ANZCA is committed to respecting the values and kaupapa of those that have come before.





OUR CONTEXT


History of circus and what ANZCA was responding to when it was first formed.

Meetings were held as part of the Future of Circus discussion at Auckland City Circus Convention, and an incorporated society was formed in mid 2015, at that time lead by Frances Kelliher.

The impetus to begin a national organisation that could push circus in Aotearoa to a new level came from international inspiration and a global trend for collaboration.

Research which consulted the wider sector, commissioned in 2013 by Circus Kumarani, Developing Community Circus in Aotearoa New Zealand by Rachael Trotman, also supported the idea for formation of national support systems in order to grow circus practices in Aotearoa.

ANZCA was formed with a view to foster collaboration between centres across the country, to lay the groundwork in order to advocate for the sector as a whole and to assist in creating a culture of safety in training and workplace environments.



Statement of Intent

Aotearoa New Zealand Circus Association (ANZCA) aims to further establish the circus art form in the professional, recreational and social realms.

This will be achieved by providing guidance and support through;

Advocacy in the local and national arts and political environments.

Education within the greater arts community and general public.

Mentorship to promote professionalism and raise expectations within the sector.

Accessible **Health and Safety** guidance throughout all levels of the sector.

Promote a high level of **Ethics** to foster growth, respect, healthy competition and collaboration within the sector and the wider arts community.

Improving the **Resilience** of the Circus sector, both community and professional.

Remaining true to the **Kaupapa** of traditional circus while still moving toward a progressive future.

Value and promote **Inclusivity** within circus, in line with the principles of the Treaty of Waitangi.

All of this will provide the foundation for ANZCA to become a focused, high performing and constantly evolving organisation.



Advocacy

Build relationships within the arts policy landscape.

Maintain communication strategies that speak to advocacy as a core modus operandi.

Strengthen attitudes that circus as a valuable and reputable art form.

Education

Educating the circus community in circus related knowledge and skills.

Educating the wider arts community about the benefits and possibilities within circus.

Advocating within the general public for circus as a consumable.

Mentorship

Provide ways for practitioners to lead by example.

Develop ideas and communication strategies around professionalism in circus arts.

Maintain excellence in ethical practice as an organisation to raise expectations within the sector.

Health and Safety

Continue to drive development of codes of practice for Aotearoa.

With all actions promote health and safety as the number one priority for circus practice.

Ethics

Infuse the idea that ethics within circus practice are vital for the community to grow.

In discussion with the community develop and communicate codes of ethics.

Resilience

Being aware of and open to new sustainability pathways at all levels of the sector.

Communicating sustainable practices and methodologies to members and the sector.

Drive membership in order to create a united voice.

Operate from a place of abundant thinking and community value at all times.

Kaupapa

Being always aware of the ways members of the circus sector are relating to each other.

Promoting respect for experience and experienced practitioners.

Upholding and championing a value system of care, respect and support for all community members.

inclusivity

Forefront inclusive thinking in all actions and plans.

Support inclusivity within circus organisations nationwide.



STRUCTURE OF ANZCA

ANZCA is a committee lead association headed by a steering committee of 9 persons. Nominated and voted in by the membership base and rotating every two years, the steering committee is intended to represent a cross section of the experience the circus sector of Aotearoa has to offer its members.





STRATEGIC PLANNING


as at June 2019

Organisational Goals

1. Be responsive to sector needs
2. Enable and encourage dialogue between and within circus sector and other stakeholders
3. Develop and communicate relevance as the service organisation for the circus sector in Aotearoa
4. Develop and Advocate for the circus sector on a national and international level and facilitate relationships and connections that will enable awesome circus to exist
5. Develop long term strategy towards sustainability of energy and resources looking at all options of revenue stream

Enabling Strategies

Be responsive to sector needs

- Ensure communication pathways with all areas of the sector are open and promote honest dialogue
 - Build strategic plans around sector needs always
 - Maintain an organisational structure that can accommodate shifts in direction according to sector needs
 - Actively seek information, data and opinion around sector needs with regularity,
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Enabling Strategies cont.

Enable and encourage dialogue between and within circus sector and other stakeholders

- Establish and maintain a clearly defined relationship management strategy
- Develop a digital platform that enables enhanced marketing, promotion, public awareness and relations, and two-way communication.
- Develop and maintain relationships with key partner organisations, influencers and decision makers.
- Deliver services that are responsive to the needs of stakeholders.

Develop and communicate relevance as the service organisation for the circus sector in Aotearoa

- Effective steering and governance with clear terms of reference, job descriptions, and policies.
- Ensure structure is responsive to the needs of the organisation with a constant focus on organisational learning.
- Living up to our values and culture, focussing on building capabilities and competence.
- Accountability at all levels whilst maintaining a sense of reality and appreciation for the volunteer nature of the organisation.

Develop long term strategy towards sustainability of energy and resources looking at all options of revenue stream

- Find like-organisations to investigate similar models
- Ensure organisational structure is built around credit where credit is due, appreciation and maintain a no-burn-out culture.
- Organisational focus which doesn't expect too much for the resources available
- Develop secondary and tertiary revenue streams

Enabling Strategies cont.

Advocate for the circus sector on a national and international level and facilitate relationships and connections that will enable awesome circus to exist

- Actively develop and appreciate all ANZCA's advocates and champions
- Ensure ANZCA is recognised and accepted as the collective voice of the circus sector
- Be proactive in researching and disseminating information to the sector
- Be forward thinking and international in our goals for the circus culture and sector of Aotearoa
- Once the sector is behind us, actively advocate circus to the wider general public

Steering committee internal ongoing initiatives

Mentorship Program

Purpose & Function:

To run, upkeep, update, grow, and advertise (in conversation with the PR committee) the ANZCA Mentorship Program.

Talented persons visa applications

Purpose & Function:

To attract and support international talent emigrating or visiting Aotearoa for an extended period. To vet and verify applications for support and to decide whether ANZCA will support individuals.

ACTION PLANNING

Between June 2019 and December 2019:

- **24th June 2019** - Associations Meeting – gathering DANZ, ETNZ, EVANS, EQUITY, NZEA (and any other entertainment associations).
- **30th July 2019** - Write and Conduct the organisations census.
- **4th August 2019** - Annual General Meeting
- **4th August 2019** - Publish strategy document.
- Create an AGM response document and adjust strategic and and action planning to suit.
- SWOT analysis.
- Re-establish activities for the Subcommittees.
- Plan and Create a report on the *Circus Census of Aotearoa 2019*.
- Create a draft **Code of Ethics for Circus Practice in Aotearoa**.
- Mentor program review, adjust and prepare for 2019 cohort.
- Develop a Tiered Membership System.
- Further planning of member activities and benefits, eg. workshops, seminars etc.
- Members to 100.
- Plan and begin the breakdown of **Rosin Socks, Full Release, and the Flash and Gather** - Health and Safety Subcommittee.
- Apply to WorkSafe to endorse **Rosin Socks, Full Release, and the Flash and Gather**.
- *Arrange Auckland based Associations Meeting*
- Set up an insurance scheme for members.



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