

Vision

Over the next three years:

1. VAESA is perceived as the main authority on visual arts education and as experts in teaching creative design and thinking.
2. VAESA is seen as a 'must join' association that is well connected within and beyond education and is a strong advocate for visual arts education.
3. VAESA is valued for its high quality resources, purposeful professional learning and for its expertise in creativity in learning.

Mission

1. VAESA's role is to support its members to develop as visual arts professionals and to promote best practice in visual arts education.
2. As an advocate for its members it strongly promotes the importance of visual arts in the curriculum and the benefits it provides to all learners in developing transferable skills, knowledge and creativity.
3. As a member organisation it provides professional learning, resources and networks that enable visual arts educators to associate and grow professionally and strengthen their leadership skills.

VAESA Strategic Plan

2019 to 2021

Strategic Priorities

1. Increase the voice of visual arts educators highlighting the importance of visual arts learning and promoting excellence in visual arts teaching.
2. Increase VAESA's member value by providing a range of valued member-only benefits.
3. Build the capacity of the VAESA committee to provide leadership to the association and to visual arts education .

VAESA Operational Plan 2019 to 2021

Strategic Priorities	Actions 2019	Actions 2020	Actions 2021
1. Increase the voice of visual arts educators highlighting the importance of visual arts learning and promoting excellence in visual arts teaching.	Develop and utilise a 'position (paper)' on excellence in visual arts teaching		
	Reposition and rename VAESA to include 'design'.		
	Develop and promote an evidence base on the importance of visual arts education and its capacity to develop creativity		
2. Increase VAESA's member value by providing a range of valued member-only benefits.	All events advertised first to members and for a member price		
	Members only section on the website		
	Videos of workshops available to members only		
3. Build the capacity of the VAESA committee to provide leadership to the association and to visual arts education .	Provide training on budgeting and applying for funding		
	Develop operational procedures/bylaws to guide the work of the committee		
	Provide professional learning on leadership for committee members (and others)		