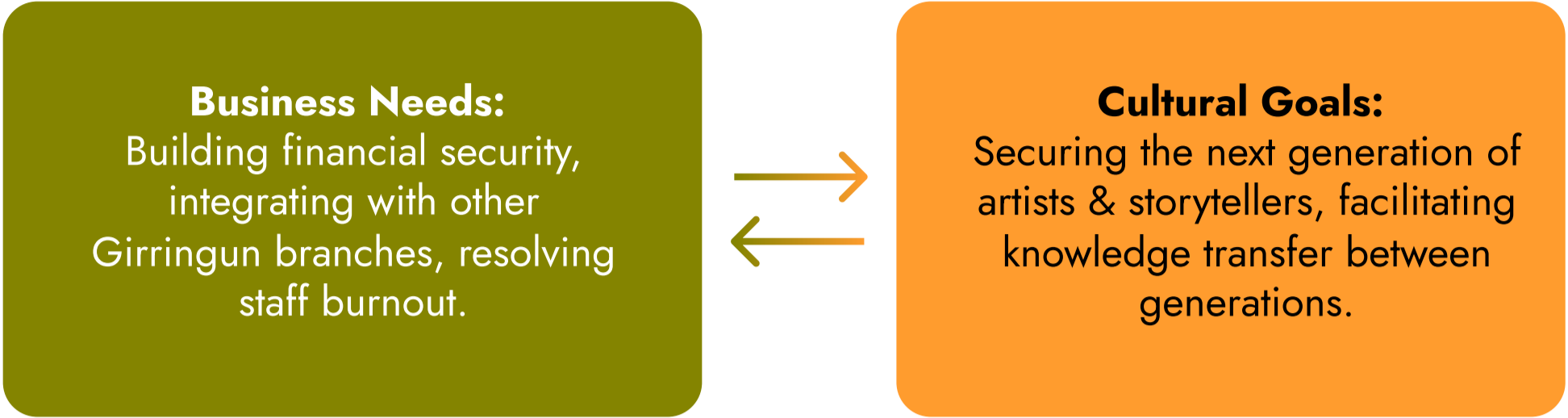


# Business Action Plan

## Philosophy of 'Finding Equilibrium'

Just like the 'principle of polyculture' employed at Wabu Jananyu, where different plants help each other grow, and the philosophy behind Process Unite; we've learnt that Girringun, both as a community and corporation, functions best as a united whole. As such, we feel that the Arts Centre's operational and cultural goals will be best met through multidimensional solutions that feed into both these categories.



Guiding Principles → Efficiency And Feasibility

## Action plan Timeline

	3-6 months	12 months	24-36 months
<b>Suggested Action 1</b>  Enhancing online sales through dropshipping	<ul style="list-style-type: none"><li>Establish a relationship with a dropshipping company. Girringun Art Centre should ensure ICIP of artists and artworks are protected in establishing this relationship.</li><li>Potential candidate is 'The Print Bar', in Meanjin.</li></ul>	<ul style="list-style-type: none"><li>Transition a few products online to chosen dropshipping platform.</li><li>Use excess budget from cutting production costs to boost online marketing.</li><li>Phase out existing relationships with T-shirt providers.</li></ul>	Transition a majority of products manufactured outside Girringun (T-shirts, tea towels) to the dropshipping platform, while retaining bespoke providers (eg: silk scarves).
<b>Suggested Action 2</b>  Transgenerational art-making workshops	Continue to run art workshops at the TUMRA and Junior Ranger camps to establish links with local TO youth.	Establish a 'pilot' one day art-making workshop on Country in the school holidays with a small group of TO children and 1-2 Elders.	<ul style="list-style-type: none"><li>Establish a youth presence at Muulga workshops on Tuesdays and Thursdays.</li><li>If successful, upscale pilot program to regular sessions with elders on Country. This could take the form of a camp, or vacation program delivered ~ 4 times a year.</li></ul>
<b>Suggested Action 3</b>  Integration with other branches of Girringun	Establish contact with local schools to set up future work experience opportunities Girringun-wide.	Start engaging work experience students to assist with art centre duties, and to make content for social media.	Serve as one branch in a Girringun-wide work experience pathways program.
<b>Suggested Action 4</b>  Enhancing operational efficiency at the Arts Centre	<ul style="list-style-type: none"><li>Conduct a teamwide audit of existing processes. Host an intentional and honest yarning circle to discuss how to improve efficiency for everyone in the GACC team.</li><li>Allocate time in yearly schedule to Complete Operations Manual.</li></ul>	<ul style="list-style-type: none"><li>Complete Operations Manual.</li><li>Simplify the order packing process.</li></ul>	<ul style="list-style-type: none"><li>Allocate time in yearly schedule for digitising artworks.</li><li>If finances allow, employ an additional casual staff member to assist NePhi at Muulga.</li></ul>