

Vision: A vibrant arts community that inspires creativity and innovation, embraced by all Albertans.

Mission: Encourage and support the arts as a significant contributor to quality of life in Alberta.

Goal: Facilitate opportunities for Albertans to value and engage in the arts.

- Collaborate with, and provide information to, related agencies and institutions to promote the value of the arts in Alberta;
- Widely share the value of the arts; and,
- Celebrate Alberta artists as cultural ambassadors.

Goal: Foster appreciation and awareness of Alberta's visual arts through the AFA collection.

- Invest in a Collection that reflects the excellence of Alberta artists;
- Safeguard the Collection by prioritizing sustainability and adhering to current professional management standards; and,
- Support and encourage programming that makes the Collection appropriately accessible.

Goal: Support arts that encourage excellence, provide public access, build capacity and strive for sustainability.

- Promote AFA programs to provide access to arts support;
- Encourage and support best practices for artists and arts organizations;
- Adapt to the changing arts ecology by encouraging innovation and sustainability; and,
- Respond to the changing needs of the arts community through continuous evaluation.