

KITCHENER-WATERLOO
ART GALLERY

STRATEGIC PLAN

2025-2027

ABBREVIATED EDITION



KITCHENER-WATERLOO ART GALLERY

MANDATE

For the benefit of current and future generations, the Kitchener-Waterloo Art Gallery collects, preserves, researches, interprets, and exhibits the visual arts. It offers dynamic public programs that inspire creativity and an appreciation of the visual arts in the Region and beyond. Established in 1956 and incorporated in 1968, the Kitchener-Waterloo Art Gallery is a non-profit organization open to the public and administered in the public trust.

MISSION

The Kitchener-Waterloo Art Gallery connects people and ideas through art. Its nationally-acclaimed exhibitions and programs welcome all to be inspired and challenged through a deepened understanding of ourselves, our cultures, and our communities.

VISION

KWAG will enrich lives across our community and nation through the creation and experience of contemporary art. It will flourish as a recognized leader and exceptional cultural presence at the intersection of contemporary art and civic life by:

- Amplifying the voices of diverse artists
- Expanding access to art's transformative impact
- Securing and strengthening its distinctive legacy for future generations

VALUES

Creativity: We inspire originality, curiosity and discovery through the experience of art.

Public Engagement: We are a public art gallery, actively drawing our community together into a shared experience of art that moves us from sight to insight.

Artistic Leadership: We are recognized for our expertise, professionalism, and integrity. We are the standard-bearer for the visual arts in our region, seeking excellence and having the courage to lead.

Collaboration: We actively develop meaningful relationships with our partners, building synergies and mutually enhancing diversity and strength

PILLARS

Pillar 1: Equity, Diversity and Inclusion

KWAG will adopt an inclusive, equity-seeking, and anti-racist lens in all of the Gallery's activities to affect transformational change.

Pillar 2: Artistic Leadership

KWAG will enhance the cultural life of our region and beyond by presenting and preserving contemporary artworks that are sources of wonder, enlightenment, and inspiration for generations to come.

Pillar 3: Engaging Communities

We strive to create an empowering experience for our visitors that is welcoming, relevant and accessible to people of all backgrounds, abilities, and interests.

Pillar 4: Our People

The Gallery will strengthen its institutional infrastructure through empowering and building a diverse and collaborative team that reflects the values of the Gallery and our changing society.

Pillar 5: Financial Sustainability

KWAG seeks to achieve long-term financial sustainability through maximizing earned revenue necessary to ensure public access to contemporary art and education for the future.

Pillar 6: Our Places

We will serve as a vibrant visitor-centred community hub where people from all walks of life connect with ideas and with one another.



KITCHENER-WATERLOO ART GALLERY

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