

Vision The Alberta Foundation for the Arts (AFA) sees an Alberta where a vibrant arts community inspires creativity and innovation and is part of the fabric of how we live and work.

Mission The Alberta Foundation for the Arts exists to fund, encourage and support the development of arts as a valuable contributor to quality of life in Alberta, and to maintain and expand the AFA art collection as a strategic resource for all Albertans.

Goal One Provide Albertans with resources and opportunities to develop, appreciate and participate in the arts.

Strategies

1. Support arts that provide public access, build capacity, enhance community and acknowledge diversity;
2. Promote and articulate AFA programs to increase access and participation;
3. Encourage best management practices for artists and arts organizations; and
4. Encourage collaboration with and between artists, arts organizations and stakeholders.

Goal Two Strengthen Albertans' value of the arts as an expression of their culture.

Strategies

1. Collaborate with, and provide information to, related agencies and institutions to promote the value of the arts in Alberta;
2. Articulate the value of the arts as integral to the quality of life for Albertans;
3. Support Alberta's artists as cultural ambassadors by providing artistic components to cultural events and highlight the achievements of Alberta artists provincially, nationally and internationally; and
4. Promote the value of arts in education.

Goal Three Ensure the AFA art collection is well known to Albertans and recognized nationally and internationally for leadership in championing Alberta's artists and providing access to Alberta's most significant artworks.

Strategies

1. Invest in the ongoing recognition of the excellence of the work of Alberta artists;
2. Ensure care and maintenance of the collection at the highest professional standards; and
3. Make the collection broadly accessible for learning and enjoyment across Alberta and beyond, through balanced physical and virtual programs.