



Art Deco Trust (Inc) • Deco Centre, 163 Tennyson Street • P O Box 133, Napier NZ
Tel (06) 835 0022 • Fax (06) 835 1912
Email trust@artdeconapier.com Web Site www.artdeconapier.com

ART DECO TRUST INFORMATION SHEET 4

© ART DECO TRUST(INC) APRIL 2008

MISSION, TOURISM STRATEGY & OBJECTIVES

MISSION

The Art Deco Trust's mission is to ensure the preservation, restoration, promotion and celebration of Napier's Art Deco era heritage.

TOURISM STRATEGY

The Art Deco Trust's Tourism Strategy is to promote a world class heritage attraction by providing a quality experience with a genuine and personal Kiwi touch.

OBJECTIVES

1. Encourage the retention, preservation, restoration and enhancement of Napier's buildings in the Art Deco and related styles, and to encourage their use as viable commercial properties or as city landmarks to enhance Napier as 'The Art Deco City'.
2. Promote the tourist potential of Napier as 'The Art Deco City' for the economic benefit of Napier City and the Hawke's Bay region.
3. Also encourage the retention, preservation, use and promotion of buildings in the Art Deco and related styles in Hastings and Hawke's Bay in particular and New Zealand in general.
4. Maintain a register of Napier buildings in the Art Deco and related styles.
5. Encourage the appreciation and understanding of the Art Deco and related styles, especially in the Napier context.
6. Assist and encourage other businesses to benefit from Art Deco tourism.
7. Encourage sympathetic design in the Art Deco Quarter and throughout Napier City.
8. Maintain world-wide links with other Art Deco interest groups.
9. Support and undertake educational programmes to build awareness of the importance of Napier's Art Deco heritage.
10. Ensure the Trust's long-term future by maintaining financial viability.

THE ART DECO TRUST'S STRATEGIC PLAN

The board is currently revising its Strategic Plan. session on 23 February for the next 5 year period, 2008-2013. While the strategies, actions and measurements have not yet been approved, the following have been adopted –

VISION

Napier as an acknowledged world leader in Art Deco era heritage.

MISSION

To ensure the preservation, restoration, promotion and celebration of Napier's Art Deco era heritage.

ROLES

Community:

Provide Art Deco leadership, networking and co-ordination within the region.

Undertake preservation and advocacy initiatives.

Undertake research, provide information, education and promotion.

Commercial:

Deliver initiatives that support tourism and economic benefits for Napier by acting as a tourism operator, retailer, publisher and event organiser.

VALUES

Art Deco Trust board members, staff, volunteers and associates will at all times act and carry out their responsibilities with honesty, integrity and in a friendly, inclusive, consultative and professional manner.

STRATEGIC GOALS

Retain Art Deco era buildings and encourage their proper maintenance and quality restoration.

Promote and celebrate Napier's Art Deco era uniqueness and enhance civic pride.

Build and strengthen positive relationships with all stakeholders.

Ensure long term organisational capability and sustainability.

Achieve World Heritage Status.