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Tues–Sun: 11am–5pm  
Closed Mondays

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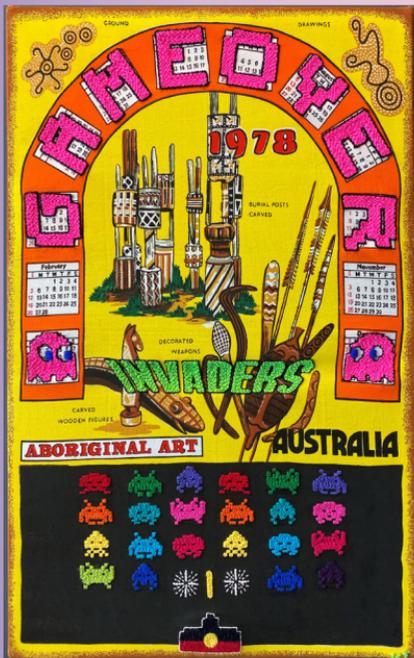


Centre for  
Contemporary  
Asian Art

# STRATEGIC PLAN 2024 – 2028

*SUCHI performs for CLUB 4A: Forever After, Sydney/  
Gadigal, 2023; photo by Anna Hay for 4A*

## ACKNOWLEDGEMENT OF COUNTRY



4A acknowledges First Nations Peoples across the country, particularly the Gadigal people, the Traditional Custodians of the Land on which we live, work and create.

We acknowledge and celebrate First Peoples continuing knowledge, culture and creative practices and pay our respects to Elders past and present.

4A recognises Australia's culture has been, and continues to be, uniquely shaped by First Peoples and more recently, through centuries of migration and by generations born here.

*Kait James, Invaders, Game Over, 2019, wool, cotton and acrylic paint on printed cotton, 46 x 73cm. Courtesy the artist and Neon Parc, Melbourne.*



*A Soft Touch (installation view), 2023; photo: Rohan Venn for 4A*



## OUR VISION

4A is an agent for cultural change, activating transformation within our sphere and beyond, by championing contemporary Asian Australian art, innovation, a digital mindset and creative expression, while connecting with global audiences.

*The Womanifesto Way: Sydney Gathers, Opening Day image, 2023; photo: Maxwell Elvis Finch for 4A*

*Ema Shin, Hearts of Absent Women #7, 2021, cotton, linen, wool, glass, steel and embroidery, 22 x 15 x 15cm. Courtesy the artist; photo: Rohan Venn for 4A*

## OUR MISSION

4A advances Australia's cultural engagement with Asia and the global Asian diaspora through commissioning, developing and presenting diverse contemporary visual arts and creative expression.

Everything we do focuses on uncovering and presenting the creative talent of the Asian diaspora. We actively amplify diasporic voices, initiate intercultural and transnational collaboration, and incubate emerging Asian Australian cultural transformers.



# ABOUT #NuWorlds

Over 2024–2028, 4A will build on 27 years of success, as Australia's only art organisation dedicated to fostering cultural and artistic dialogue between Australia and Asia through contemporary visual art.

4A's #NuWorlds Strategic Plan charts a transformative path for the organisation, embracing an artist-led philosophy reflecting the boundless potential of the future, the dynamism of diasporic rhythms and the pulse of the digital age.

Key to the 4A's new strategic direction is exploiting the possibilities of Web3 and

embracing new technologies with initiatives like the incubator space 4A LAB and our new online portal 4A+.

4A remains committed to expanding engagement and amplifying our impact in supporting arts practice, enhancing understanding, and stimulating new ideas, through collaborating with diverse artists, communities and organisations.

#NuWorlds affirms 4A's influential position in Australia's cultural landscape and our identity as an international multi-platform brand and catalyst for contemporary Asian and Asian Australian art and culture.

# WHAT WE DELIVER

Positioned as a forward-thinking catalyst for Asian Australian art and culture, 4A thrives on evolution, adaptability and bold risks – delivering culturally rich programs locally, nationally internationally, and digitally.

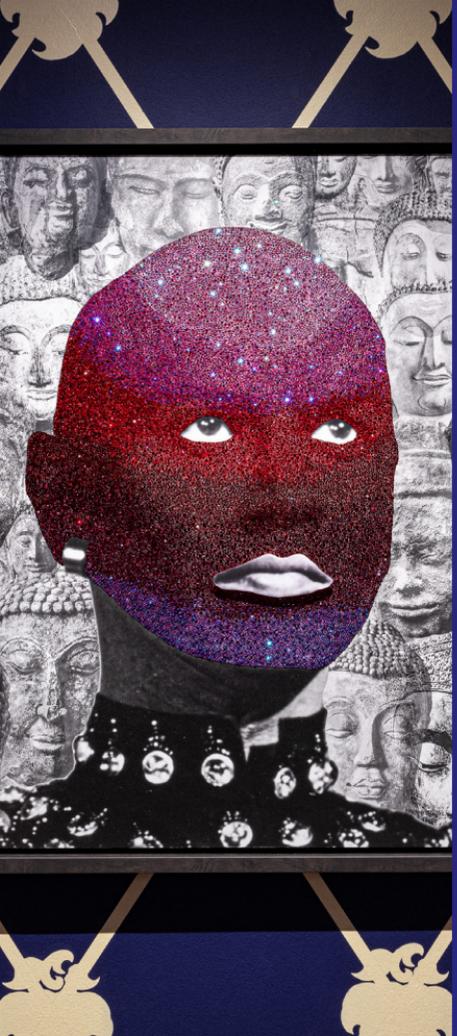
Through our artistic program, strategic initiatives and digital platforms we:

- \* facilitate access to Asian and Asian Australian contemporary art
- \* foster Australia's Asian cultural literacy
- \* develop new audiences and engage communities

*Elle Shimada performs for Soft Touch: Pattern/Perception, 2023; photo: Anna Hay for 4A*



*Dorcas Tang 邓佳颖: Love Me Long Time, Opening Day image, 2023; photo: Anna Hay*



Nathan Beard, *King Mongkut* (1956),  
2022, exhibition view; photo by Kai  
Wasikowski for 4A 2023

## WHAT WE VALUE

### RESPECT

We are committed to acknowledging, respecting, and valuing our position on Aboriginal Land, fostering reconciliation with First Nations peoples, treating all interactions with artists, communities, and project partners with respect, and creating inclusive spaces that embrace diversity and cultivate empathy.

### TRANSFORMATION

Harnessing the transformative power of art and experimentation, we embrace our role as change agents, utilising innovation to conceptualise and develop projects while fostering meaningful stakeholder engagement.

Paula do Prado, *Lenge*, 2023; photo  
by Rohan Venn for 4A 2023

### INTEGRITY

We lead by example and believe in collective responsibility and lateral accountability through honest, fair and transparent ways of working.

### RECIPROCITY

We aim to cultivate an empathetic and collaborative environment that actively listens, appreciates, recognises, and activates the views, contributions, and lived experiences of artists, audiences, and communities.



# OUR 5 STRATEGIC PRIORITIES

# 1.

## DIGITAL TRANSFORMATION

- \* Amplify Asian and Asian Australian contemporary art and culture through Web3 and emerging technologies.
- \* Develop 4A+ digital platform and establish 4A LAB to support experimentation and new ideas.
- \* Establish a virtual residency program to feed into 4A+.

# 2.

## COMMUNITY AND DIASPORA

- \* Forge diverse and diasporic networks, supporting meaningful community engagement.
- \* Ensure 4A's leadership as an inclusive, experimental and cross-cultural organisation.
- \* Approach audience development as community and awareness building.

# 3.

## SCALED-UP COMMISSIONS AND INITIATIVES

- \* Produce scaled-up exhibitions, and digital commissions through 4A+ and 4A LAB
- \* Establish 4A FILMS to platform art films, documentaries, and screen-based media by Asian artists.
- \* Broker significant cross-industry partnerships.

# 4.

## INTERNATIONAL ENGAGEMENT

- \* Provide reciprocal pathways and borderless opportunities for Asian-Australian artists and arts workers.
- \* Showcase and share the diversity of contemporary Asian-Australian identity, culture, and creativity with global audiences.
- \* Strengthen First Nations exchange.

# 5.

## SUSTAINABILITY AND RESILIENCE

- \* Build robust strategies, policies, procedures and strategic partnerships.
- \* Strengthen our capabilities as an agile, responsive, ethical and resilient organisation.
- \* Expand and diversify income and revenue streams.



Louise Zhang, *Skull and lotus seeds and pods*, 2023; photo by Jessica Maurer for 4A 2023

## FINANCIAL GROWTH

4A has developed a five-year fundraising plan to support our ambitions, building government support and diversifying income streams aligned with our five Strategic Priorities to build:

- \* sustainable growth and operations
- \* industry-standard support for artists, creatives and arts workers
- \* high-quality projects and programming
- \* robust and adaptable digital infrastructure, improved brand awareness
- \* rigorous audience and community engagement

## SUPPORT US

If our strategy speaks to you and you would like to help us achieve our vision for championing contemporary Asian Australian art, we welcome you to support us.

**SHOW US YOUR LOVE  
DONATE TODAY**



[4A.COM.AU/DONATE](https://4a.com.au/donate)

If you would like to collaborate with us through other avenues, please reach out to us at [hello@4a.com.au](mailto:hello@4a.com.au)

Street view of 4A Centre for Contemporary Asian Art, 2023; photo by Guy Wilkinson for 4A

