

Queensland Theatre Company (Queensland Theatre) is one of the major performing arts companies in Australia and a member of the National Performing Arts Partnership Framework. Established under the *Queensland Theatre Company Act 1970*, Queensland Theatre has an enduring commitment to deliver activities and services for the whole state of Queensland.

Each year we produce and present a subscription season of plays including new Australian works, international plays and classics, some of which tour to regional Queensland. We are committed to working with First Nations artists and invest in and celebrate First Nations creative practice and storytelling. We commission and develop new plays, provide professional development opportunities for artists, partner with independent theatre companies and facilitate the Queensland Premier’s Drama Award. We also deliver a comprehensive curriculum-aligned secondary school drama program that reaches across Queensland while students interested in a career in acting or playwriting participate in specialised youth programs facilitated by professional artists.

Our goals enable us to achieve our purpose — to connect people and ideas through compelling theatre experiences that inspire, entertain and challenge. This strategic plan ensures that the Company’s objective of storytelling remains vital, relevant and transformative, benefiting the wider performing arts community and audiences (local, regional, national and international).

GOALS AND STRATEGIES

Create

ENTERTAINING THEATRE

Create entertaining theatre that reaches a wide audience

Compelling artistic program

Deliver a compelling theatre season with a commitment to First Nations, Queensland and Australian stories.

Diverse storytelling

Reflect the diversity of our community on stage and celebrate Queensland stories.

Celebrate artists

Celebrate Queensland artists by providing platforms for showcasing their talent.

Strengthen partnerships

Strengthen partnerships with local, state, interstate and commercial companies to expand the range, reach and scale of work presented.

MEASURED BY

- Positive audience feedback
- Audience growth/ increased attendance
- Inclusion of a large-scale production in season

Engage

COMMUNITY AND INDUSTRY

Deepen community and industry relationships to build engagement and participation

Audience engagement

Foster richer engagement with a diverse audience through partnerships and targeted audience development initiatives.

Expanded reach

Reach wider audiences through innovative programming and presentation including digital resources and a strong regional presence.

Arts education

Develop and provide high quality education and youth programs to support drama education and career pathways.

Industry development

Identify opportunities to support the growth and development of the Queensland theatre industry.

MEASURED BY

- Increased audience development initiatives
- Level of participation in education and youth programs
- Maintain number of partnerships with small-medium companies

Elevate

FIRST NATIONS CREATIVE PRACTICE

Invest in First Nations artists and arts workers

Audience engagement

Invest in First Nations arts and creative practice through collaboration on First Nations led projects and activities.

Leadership

Embed First Nations arts leadership to guide development of creative work, organisational practices and other initiatives.

Engagement

Build strong relationships with First Nations peoples and communities and celebrate their artistic and cultural contributions

Employment

Provide employment opportunities for First Nations peoples to develop artistic, technical and professional skills.

MEASURED BY

- Number of First Nations productions on stage and in development
- First Nations employment level
- Increased number of accessible community performances

Thrive

ENABLING A SUSTAINABLE FUTURE

Safeguard the future and enable sustainable growth

Governance

Maintain a robust and sustainable financial, operational and governance foundation.

Operational capacity

Build financial and organisational resources that promote agility, vitality and responsiveness.

Positive workplace

Cultivate a positive, inclusive and safe workplace culture.

Environment sustainability

Improve environmentally sustainable practices.

MEASURED BY

- Box office revenue increased
- Private income sources increased
- Complete environmental sustainability plan



Vision

Exceptional theatre experiences that shape the national imagination and enrich the life of our community.

Purpose

Connecting people and ideas through theatre experiences that inspire, entertain and challenge.

Values

POSITIVE SPIRIT Our passion for the performing arts drives our positive spirit and means we think and act with energy and curiosity in the best interests of the Company.

EVERYONE BELONGS We show respect by embracing diversity and actively fostering an inclusive environment where everyone feels valued and inspired to contribute.

CREATING MAGIC We approach our work courageously and creatively, striving to bring out the best in everyone and everything we do.

STRONGER TOGETHER We work as one team, collaborating and taking joint responsibility to achieve our vision.

Artistic plan

DISCOVERING AND DEVELOPING diverse, new stories.

ELEVATING Aboriginal and Torres Strait Islander artists and developing a pipeline of First Nations stories.

REACHING new audiences locally, regionally and nationally to share Queensland stories.

DELIVERING high quality and accessible education and youth programs.

BUILDING sustainable relationships with smaller companies to ensure a strong theatre ecology in Queensland.

Through our statutory objective to 'contribute to the cultural, social and intellectual development of all Queenslanders', we are guided by the following principles:

- To provide leadership and excellence in the arts of the theatre;
- To be responsive to needs of communities in regional and outer metropolitan areas;
- To affirm respect for Aboriginal and Torres Strait Islander cultures;
- To support children and young people in their appreciation of, and involvement in, the arts of the theatre;
- To develop diverse audiences;
- To develop capabilities for life-long learning about the arts of the theatre;
- To support and enhance opportunities for international collaboration and for cultural exports, especially to the Asia-Pacific region;
- To promote and present content relevant to Queensland.

Queensland Government funding allocated over the next three years is:

2023	2024	2025
\$3,949,713	\$3,949,713	\$3,949,713

Government objectives for the community

Queensland Theatre supports the Queensland Government's objectives for the community:

Good jobs Good, secure jobs in our traditional and emerging industries

Better services Deliver even better services right across Queensland

Great lifestyle Protect and enhance our Queensland lifestyle as we grow

Through delivery of its strategic goals, Queensland Theatre contributes to the provision of **good jobs** by:

- attracting and facilitating investment in the performing arts industry that enables and supports **job creating opportunities, skills development and career pathways** for artists, arts professionals and support staff, through a diverse range of artistic programs and work, including comprehensive education and youth programs developing the skills of aspiring young artists and theatre-makers throughout Queensland;
- supporting investment in First Nations creative practice, promoting **artistic opportunities and collaborations** with First Nations artists, **employment** and the **growth of the First Nations arts sector**; and
- sharing the Queensland Government's 10-year vision in *Creative Together 2020-2030: A 10-year Roadmap for arts culture and creativity in Queensland*.

The strategic deliverables will contribute to vital economic and social outcomes for Queensland and its communities. Our contribution will respect, protect and promote human rights in our decision-making and actions.

Strategic opportunities

- Developing and sharing unique First Nations stories with audiences around Australia and the world, especially in the lead up to the 2032 Brisbane Olympic and Paralympic Games.
- Diverse programming to attract new audiences.
- Intensified regional engagement and demand for expanded program delivery that builds social cohesion; attracts new audiences, artists and partners.
- Introduction of new, more agile ways of working including a digital theatre program and content that increases accessibility and reach.
- Attraction of new audiences from an increased Brisbane and South East Queensland population and residential density around the Queensland Theatre precinct.

Strategic risks

- Uncertainty around the ongoing impacts of COVID-19 on audience sentiment and business continuity.
- Financial sustainability due to a decline in box office revenue, an inability to attract donors or corporate partners, or a reduction in government funding.
- Extreme weather/natural disaster events that disrupt operations, damage infrastructure and cause financial loss.
- Attraction and retention of key workforce skills and expertise.
- Inability to reach across Queensland given limited financial and human resources and Queensland's geographic scale and decentralised communities.
- Failing to invest in and keep pace with technological change and digital infrastructure that enables broader productivity and audience accessibility.