

Each year Queensland Theatre produces and presents an artistic program of Australian, international and classic theatrical works and experiences that speak to the world around us. We believe theatre is for everyone.

In doing so, we deliver an annual program of live performance and are committed to First Nations creative practice and the integral role that First Nations peoples and their unique cultural expression plays in the performing arts community and our society. We commission and develop new plays, provide professional development opportunities for artists and theatre-makers and build partnerships with independent theatre companies that contribute to the ongoing development of a vibrant theatre ecology. We also champion and inspire the talent of the next generation of arts makers through a broad range of drama education, performance and playwriting programs for young people across Queensland, igniting their creativity and creative skills development and participation in the joy of theatre.

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 is designed to ensure that the Company’s objective of theatrical storytelling remains vital, relevant and transformative, and to benefit the wider performing arts community of artists and audiences.

GOALS AND STRATEGIES 2025–2028

Create

ENTERTAINING THEATRE

Create entertaining theatre that reaches a wide audience

Exceptional artistic program

Produce an exceptional theatre season and program that is artistically excellent, diverse, and relevant.

Amplify Queensland artists

Provide opportunities and platforms for showcasing Queensland artists and stories.

Diverse voices

New and diverse voices and stories on our stages that reflect our communities.

Progressive partnerships

Develop strategic and creative collaborations that expand the reach, scale and commercial success of works presented.

MEASURED BY

- High level audience satisfaction
- % of Queensland artists
- Inclusion of large scale work in program biennially

Engage

COMMUNITY AND INDUSTRY

Deepen community and industry relationships to build engagement and participation

Audience engagement

Reach new audiences in addition to our loyal subscribers and current audiences.

Regional connection

Greater engagement with regional audiences and artists through touring and outreach.

Next generation

Support the active participation of young people in the arts to encourage creativity, wellbeing and future cultural leadership.

Vibrant arts ecology

Deliver initiatives and opportunities that grow and develop the Queensland theatre industry.

MEASURED BY

- Increased audience retention and growth
- Increased participation in education and youth program
- One mainstage production toured regionally, annually

Elevate

FIRST NATIONS VOICES AND STORIES

Be a leader in First Nations theatre

Leadership

Establish a First Nations-led theatre unit to support self-determination and leadership in First Nations creative practice and programming.

Stories

Develop a pipeline of First Nations stories and works for presentation in a range of places and spaces.

Pathways

Build creative capacity and pathways for First Nations storytellers, artists and creatives through meaningful opportunities and experiences.

Place

Collaborate to seed stories and projects of significance in Far North Queensland.

MEASURED BY

- Number of First Nations works in development
- % of First Nations artists and creatives engaged in program
- Number of projects delivered in Far North Queensland

Thrive

ENABLE 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 increase efficiency, responsiveness and sustainability.

Positive workplace

Cultivate a positive, inclusive, and safe workplace culture.

Environment sustainability

Embed environmentally sustainable practices.

MEASURED BY

- Target annual net surplus
- Increased philanthropy revenue
- High level of staff satisfaction



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.

Contribution to government commitments

Queensland Theatre supports the Queensland Government’s commitments to Queenslanders:

COMMITMENT	BY	CONTRIBUTION
To return respect for your money	Ensuring government investment is leveraged to benefit all Queenslanders	By growing non-government support for the arts, providing economic benefit through cultural tourism and through the employment of Queensland artists and allied industries..
To redesign a government that works for you	Supporting jobs for Queensland artists and creatives	Create job opportunities across Queensland for artists and creatives and invest in professional pathways and skills. Nurture the next generation of Queensland creatives through our youth and education programs.

Fostering a vibrant arts scene across Queensland

As the State’s theatre company, we have an enduring responsibility to be leaders in the performing arts and deliver cultural, social and economic benefit to the whole of Queensland. We do this through mainstage productions, touring, regional engagement, youth and education programs and our investment in Queensland stories and artists.

Commitment to Creative Together 2020-2030

Queensland Theatre’s objectives and strategies support the five pillars of Creative Together 2020-2030: A 10-year Roadmap for arts, culture and creativity in Queensland as follows:

Embrace Brisbane 2032 across Queensland — by building and presenting artistic programs and opportunities for artists and audiences that ignite experiences and cultural expression that celebrate Queensland.

Elevate First Nations arts — by increasing engagement and investment in First Nations creative practice, embedding First Nations artistic leadership to lead the creation and delivery of First Nations storytelling, and creating opportunities for First Nations artists to present stories with cultural significance.

Activate Queensland’s places and spaces — by increasing audience accessibility to theatre on our stages and on tours, through our partnerships with other theatre-makers and through digital engagement and connectivity initiatives.

Drive social change and strengthen communities — by honouring and reflecting the diversity of our society through the transformative and entertaining stories we tell that bring communities together.

Share our stories and celebrate our storytellers — by amplifying Queensland artists through enabling opportunities and platforms for showcasing Queensland artists and stories.

Queensland Theatre respects, protects and promotes human rights in our decision-making and actions.

Queensland Theatre acknowledges the Jagera and Turrbal people, the traditional custodians of the land upon which we work, and their unique relationship with the lands, seas and waterways. We pay respect to their Elders past and present, and to all Aboriginal and Torres Strait Islander peoples and acknowledge the essential creative contribution Indigenous people make to the art and culture of our country.

Strategic opportunities

- Building Queensland Theatre’s brand and promoting our theatre as a destination offering and appealing experience for audiences.
- Establishment of a ground-breaking unit that leads the development of a First Nations theatre program and responds to growing audience appetite for authentic First Nations theatre, especially in the lead up to the 2032 Olympic Games.
- Strengthening and growing our audience base by extending our reach, accessibility and offering.
- Intensified regional engagement with communities and venues through demand for expanded program delivery.
- Continuing development of a thriving, healthy workplace.

Strategic risks

- Financial sustainability due to a potential decline in revenue or funding sources or increasing operational costs.
- Impact of natural disasters, ageing infrastructure, plant and equipment, and cyber security events that can cause possible business disruption and financial loss.
- Meeting the needs of evolving stakeholders, communities and audiences within resourcing and funding constraints.
- Increased workforce fatigue impacting worker wellbeing and employee attraction and retention.
- Failing to invest in and keep pace with technological change, that can impede business productivity, security and reputation.

Queensland Government funding allocated over the next three years is:

2025	2026	2027
\$4.03M	\$4.09M	\$4.15M