



Purpose, Vision & Strategy (2026-2028)

Purpose

We provide enjoyable, quality, collaborative, inclusive and innovative theatrical experiences.

Vision

We are a theatre group “of choice”: creatives and audience alike seek us out

Strategic context

- Valued partnership with Marion Council & its venues
- Not enough volunteers, esp. in technical roles
- Strong internal governance
- Strong competition from other theatre groups
- Increasingly positive reputation, which we protect
- Only two mainstage productions per year limits visibility

Strategic priorities to achieve Vision

- 1 Grow & diversify audience
- 2 Grow our volunteer base, esp. in technical areas
- 3 Diversified sponsor base
- 4 Technical sophistication
- 5 Diversified & ‘challenging’ program

Strategic outcomes

- A Thriving contractual & operational partnership with Marion Council
- B Growing number & expertise of practitioners
- C Growing audiences & repeat attendance
- D Increasingly sophisticated production elements (LX, SFX etc)
- E Implement proactive recruitment, mentoring & role diversification
- F Growing sponsorship, box office income & maintain strong cash balance
- G Engaged Committee & volunteers; strong governance