

actnow theatre

STRATEGIC PLAN 2016 – 2018

VISION

Theatre is a conduit for public discourse and a catalyst for social change.

MISSION

ActNow Theatre creates collaborative and socially conscious performance projects. We work in partnerships to engage diverse communities in conversations around challenging contemporary issues.

PRINCIPLES

Imagination.

For us, creating a better world starts with imagination. We use art as a bridge between *what is* and *what could be*. Our work creates spaces for audiences, participants and artists to imagine a better world and build it.

Participation

Empowerment starts by taking part. We believe that in theatre, as in democracy, representation isn't enough. We need direct participation in political processes and universal access to arts as part of daily life. We break down barriers to participation by creating work in schools, workplaces, and in public spaces. Our work is participatory democracy in a theatrical form, and we want it to help make education more engaging, activism invigorating and citizenship empowering.

Openness

We are open to learn, open to share, open to collaborate, open to conversation, and open to uncertainty. We don't know the future or hold the answers. Culture, identity, storytelling and relationships are things to explore, share and cultivate, not to own or solve. We see our work as building the conversations that matter to people, not ending them.

OBJECTIVE 1 – Audience and Business Development

Build strategies for audience engagement and partnership development with a focus on high schools and NGOs.

OBJECTIVE 2 – Program Excellence and Impact

Demonstrate artistic excellence and cultural leadership. Create a positive legacy through our programming.

OBJECTIVE 3 – Organisational Capacity

Strengthen the company's governance and management.