

MELBOURNE THEATRE COMPANY

STRATEGY

2024—2028

Melbourne Theatre Company acknowledges the Boon Wurrung and Wurundjeri Woi Wurrung peoples of the Kulin Nation, the traditional custodians of the land on which we work, create and gather.

We pay our respects to all First Nations people, their Elders past and present, and their enduring connections to Country, knowledge, and stories.

As a Company we remain committed to the invitation of the Uluru Statement from the Heart and its call for voice, truth and treaty.



**MTC IS A DEPARTMENT
OF THE UNIVERSITY
OF MELBOURNE**



MELBOURNE THEATRE COMPANY IS ASSISTED BY THE AUSTRALIAN GOVERNMENT THROUGH CREATIVE AUSTRALIA, ITS PRINCIPAL ARTS INVESTMENT AND ADVISORY BODY, AND BY THE STATE GOVERNMENT OF VICTORIA THROUGH CREATIVE VICTORIA.

Introduction



Melbourne Theatre Company's Strategy 2024—2028 is a blueprint for a dynamic and inspiring period for the Company.

It charts the course towards our ambitious vision, aligning everything we do on and off the stage with our values and cultural pledge.

I am proud to lead a Company that is creatively vibrant and transformative for Australian culture. A Company that proudly continues a legacy of performance and storytelling on land that is the traditional home to the planet's oldest continuing storytellers.

Our community is at the heart of this Strategy. Whether you're a staff member, artist, audience member, philanthropic supporter or corporate partner, I look forward to this exciting journey with you.

A handwritten signature in black ink, reading "Anne-Louise Sarks". The signature is stylized and cursive.

Anne-Louise Sarks
CEO & ARTISTIC DIRECTOR

Vision and purpose

OUR PURPOSE

To share remarkable stories that enable people to better understand the world around them.

OUR VISION

To be recognised as one of the world's preeminent theatre companies, leading the cultural conversation and chosen as a favourite cultural destination for Australians.

Our story

At Melbourne Theatre Company, we're for stories. The stories less told, the stories told before and the stories yet to be told.

As Victoria's state theatre company and a department of the University of Melbourne, we deliver an irresistible annual program of live performance and related activity at our Southbank Theatre home and as resident theatre company at Arts Centre Melbourne.

Over 70 years we have presented more than 850 productions and been at the forefront of ground-breaking new work that has shaped artists, audiences and the country.

In 2022, we began a new chapter under the leadership of Anne-Louise Sarks as CEO & Artistic Director. Her fresh approach to programming has been lauded for showcasing the very best in Australian and international writing and championing a new conversation with audiences. This programming evolution and Anne-Louise's passion for new writing are supported by initiatives that prioritise equity and access and focus on developing the next generation of artists and audiences.

Together with Martina Murray and all staff, Anne-Louise is creating a company that is for everyone across Melbourne and Victoria.

Artists are at the heart of this future and we are proudly artist-led. Our artistic success rests on the understanding that the highest quality theatre is only possible when all artists – regardless of race, sexuality, faith, ability, age or gender – are given the same opportunities to flourish.

This Strategy is designed to charge us towards our vision and ensure everything we do – on and off the stage – is vital, relevant and transformative for Australian culture. It ensures our future financial sustainability, acknowledges our achievements to date and outlines new directions and opportunities for the future.

Our pledge

Melbourne Theatre Company's cultural pledge strengthens our commitment to our values and artistic vision.

Theatre is for everyone.

Melbourne Theatre Company is committed to developing stories that reflect the diversity of the human experience, and to sharing them with our community.

We believe that producing the highest quality theatre is only possible when all artists – regardless of race, sexuality, faith, ability, age or gender – are given the same opportunities to create and to flourish.

We take a comprehensive approach to cultural safety and representation. This means we not only work to recommendations set by Creative Australia and Creative Victoria but take that commitment even further.

We consult with staff through committees to create and implement meaningful policies that will shape our recruitment, creative practice, company culture, communications and audience development. We also focus on inclusion and access across our activity and especially through Melbourne Theatre Company's Disability Action Plan and Reconciliation Action Plan, and our leading industry programs such as Deadly Creatives, the Minter Ellison Future Directors Initiative, Future Creatives, our Artistic Associates advisory council and the Cybec Electric play reading series.

We acknowledge our responsibility to play a role in addressing the urgent climate crisis and we will consider the impact of our activity and work sustainably. Each year from season 2023 on we will hold ourselves accountable and report on these commitments in our annual reports, ensuring we see greater diversity in our artists and across our workforce.

A strategy built on our key values

Our company values inform every decision and choice made by Melbourne Theatre Company – artistically, operationally, socially and politically. They were created in consultation with the whole organisation.



LEADERSHIP

We are a contemporary leader in the arts, with a clear vision and viable roadmap for the future. We are engaged in the cultural conversation, ensuring theatre remains an influential and relevant artform in Australia and internationally.



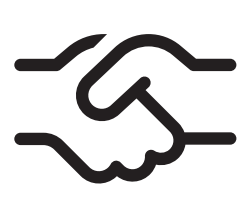
EQUITY & INCLUSION

We support and promote equity across our staff, performers, and program. We also represent and reflect the diversity of our community and the many stories of our time.



CREATIVITY

We take artistic risks and challenge conventional performance boundaries. We integrate creativity into our daily work, using it to solve business challenges as they arise.



CONNECTION

We grow and connect with our communities (both internal and external) by ensuring we remain relevant. We do this by listening, understanding, engaging and evolving to challenge, inspire and entertain.

2028 key strategic outcomes

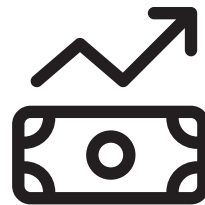
Melbourne Theatre Company will be successful and resilient if it has achieved the following key strategic outcomes by 2028.

These outcomes are collectively designed to engender a love of theatre, broaden and deepen our audience engagement, and enhance Australia's cultural landscape.

We will be focusing on:

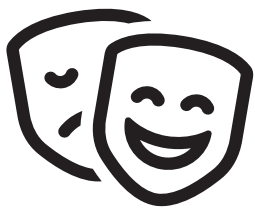


Strengthening and growing our audience base, ensuring our audience is representative of our community and that we are planning for our future audience.



Ensuring continued organisational financial stability including by striving for shared goals with a diverse range of funders.

If we can achieve these two main strategic outcomes, the residual outcomes for our organisation and our community will be that we:



Contribute to Australian culture through our work, for the benefit of both our company and the sector.



Develop the artistic capability of the Company; and expand the art form through our commitment to artists, makers, new work, and education.



Build the Melbourne Theatre Company brand which is key to our financial resilience. We will make our theatre a destination offering a welcoming and appealing experience for diverse audiences. Central to this is redevelopment of Southbank Theatre.

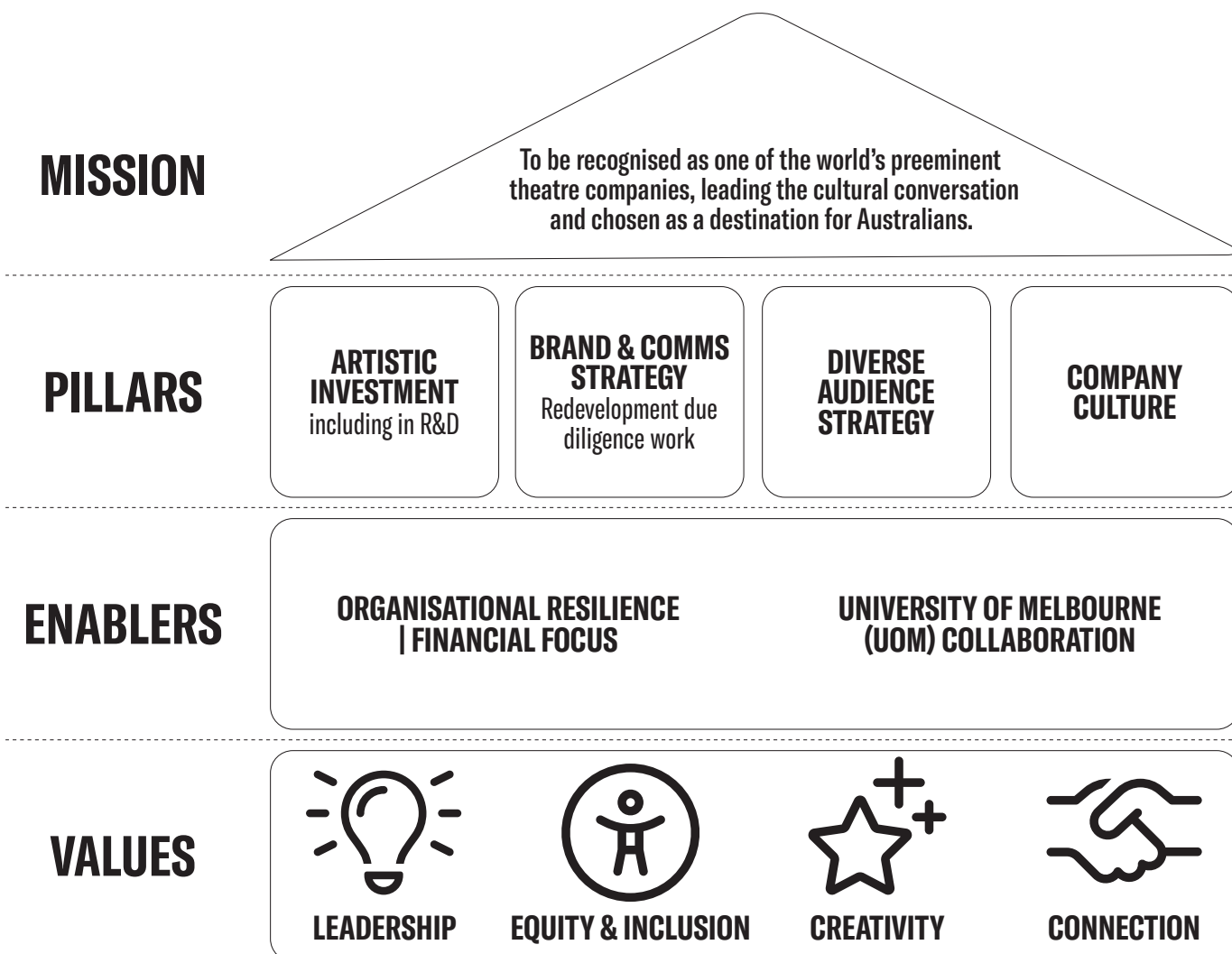


Live our values of:

- Leadership
- Equity & Inclusion
- Creativity
- Connection

Strategy house

Our strategy can be summarised by the following strategy house:



**Melbourne Theatre
Company HQ**

252 Sturt St, Southbank VIC 3006

Southbank Theatre

140 Southbank Blvd, Southbank VIC 3006

MTC.COM.AU