



VISION

We aim to be one of the great theatre companies of the world

PURPOSE

Be living proof that theatre matters

VALUES

The Company:

- Acknowledges our people as our greatest asset
- Is committed to innovation and flexibility
- Encourages respect and trust
- Is supportive
- Values individual differences
- Allows time for reflection and celebration
- Exceeds our customer's expectations and provides exceptional service

GOALS

We will:

- Create excellent work
- Strengthen community and industry value
- Create larger audience numbers
- Create a financially strong company
- Create a great place to work

OUR FOCUS AREAS 2009-2012:

- Breaking expectations /challenging assumptions about the nature of theatre
- Utilising and embracing new technologies
- Strengthening our national presence
- Growing our philanthropic base
- Diversifying audiences and attracting new people
- Developing and implementing sustainability strategies
- Maximising precinct upgrade opportunities - Kurilpa developments