



Castlemaine Theatre Company 2023-2025 Strategic Plan

Vision ...

We are dedicated to creating high quality, entertaining and challenging productions for the benefit of our local community.

To ensure the vision of the company is realised, planning for the future spans four key areas:

1. Nurture a healthy company
2. Deliver outstanding productions
3. Provide growth opportunities
4. Develop exciting spaces

Nurture a healthy company	
<i>Ensure sound governance and administration</i>	
	Review key policies & board induction (include decision making strategy)
	Review roles and responsibilities & hold to account
	Grow the size and skill base of the committee
	Create risk register
	Distribute key production roles
	Explore paid administration role (part-time)
	Articulate our 'spirit'/culture, values & ideal behaviours ('yes, and')
	Look at committee meeting agenda/processes
<i>Develop financial sustainability</i>	
	Consider investment strategy
	Explore grant opportunities
<i>Grow the life, presence and partnerships of the company</i>	
	Develop member engagement strategy (newsletter, social media, events)
	Articulate the value of volunteering
	Consider engagement with MAS marginalised community
	Explore merchandise
	Document the who, how and why of our collaborations



Deliver outstanding productions

Ensure productions are relevant and appealing

Actively seek new ideas and perspectives

Develop opportunities to pilot programs

Stage small or edgy productions

Consider co-production opportunities

Consider radio plays

Expand and diversify our repertoire

Consider walking tour theatre shows

Consider Central Victorian Touring model

Consider outdoor theatre and other low cost options

Develop youth theatre workshops

Consider audio recordings of shows for radio/podcasts

Provide growth opportunities

Ensure the ongoing development of theatre skills

Develop training opportunities (acting, directing, backstage, tech, AV)

Explore collaborations for skills development

Writing and devising groups

Grow the capacity and capabilities of the company

Expand the Director base

Expand the Technical base

Develop youth leaders

Develop exciting spaces

Ensure sustainability and functionality of Etty Street

Consider heating and air conditioning

Consider signage

Communication and liaisons with other tenants

Review insurance options to perform at Etty Street

Establish alternate performance space

Explore alternative, affordable performance venues

Consider outdoor performance spaces

Re-visit funding arrangement with Phee Broadway