Blue Roo Theatre Company Inc

2019-2024 Strategic Plan

www.blueootheatre.org.au

About Us

Blue Roo Theatre Company Inc is a not for profit independent production company. We provide an important link between the disability community, the performing arts sector and the broader community, in that all performers in our productions have a disability.

Blue Roo Theatre Company Inc comprises a diverse range of individuals who give their time, skills and expertise as volunteers. Its Management Committee members have skills and expertise in drama, governance, risk management, HR management, legal, financial management, strategic planning and program management.

Blue Roo Theatre Company Inc's artistic practice is the application of the principles of action learning to inclusive theatre and the performing arts. Performers are artistically led ensuring performances are of a high artistic standard. The process is transformative and responsive to the needs of the performers, their families, and their community to enriching lives. Performers are role models for their peers and their community.

Our Vision

To make a positive difference to the lives of Queenslanders through the performing arts.

Our Purpose

To provide opportunities for people with disability to be involved in the performing arts.

Our Values

Inclusivity	Excellence	Passion and Fun	Integrity	Innovation	Empowerment
Include everyone	Be the best you can be	Enjoy doing amazing things	Operate with honesty, trust & fairness	Encourage new ideas & methods	Build confidence & resilience

Our Objectives

For Individuals	For Families and Community
Develop self-esteem; confidence; a sense of belonging and a willingness to participate	Showcase the creative potential of people with disabilities
Overcome loneliness and social isolation	Highlight the contribution to the cultural life of the community by people with disabilities
Provide positive role models	Demonstrate that disability is a social justice concern and community responsibility rather than a charity or welfare issue
Showcase skills and talents through creative expression	Eliminate discrimination, ensure quality before the law and promote recognition and acceptance within the community of the fundamental rights of people with a disability

Our Strategies

- ✓ Develop performing arts products which cater to the diverse needs of performers with disability e.g. full-scale production, street theatre.
- ✓ Partner with a variety of agencies and sponsors which support people with disability.
- ✓ Source funding opportunities to create and produce performing arts products and maintain the sustainability of the production company.
- ✓ Mentor performers to achieve their artistic goals.
- ✓ Evaluate our performing arts products to ensure they are consistent with our vision and purpose.

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Performance indicators

We will monitor progress to deliver on our strategies and achieve our objectives through the following performance indicators:

- ✓ New partnerships formed, existing partnerships maintained, and a sponsorship model established to enhance our funding options.
- ✓ New and innovative performing arts products created and delivered across Queensland.
- ✓ Growth in audience numbers for all performing arts products.
- ✓ Evaluation reports and self-assessment tools used indicate satisfaction with our products.

Risk Management

Environment – Impact of NDIS, Impact of COVID19 (Government regulatory framework, business closures)

Financial Viability – Reliance on government funding, Impact of COVID19 (loss of earned income, giving capacity, safety confidence)

Sustainability – Voluntary nature of the organization, Impact of COVID19 (revised engagement framework)

Activities & Performing Arts Products 2019/20

Full Company Production	Street Theatre	Special One-Off Projects	Support Emerging Artists	Research and Develop New Markets
Delivered annually with the full company of performers at QPAC. Inspiration for productions drawn from literature or contemporary topics. Over the years to 2024 a second annual production will be created and delivered.	This small-scale touring production consists of eight (8) actors and three (3) musicians Innovative ensemble performances in public spaces, with a major tour to locations outside of South East Queensland, held throughout the year	Artist in Residency program delivered in Clifford Park Special School which support people with disability 2019 10th Anniversary Celebratory Ball	Foster student placements with tertiary institutions, e.g. QUT, Griffith University TAFE Queensland Performing Arts as well as Schools (Kelvin Grove College Academy of Dance)	Over a two-year timeframe research and create new performances and then tour across Queensland and/or interstate. Forge links with the Artist in Residency programs.

Impact of COVID19

Blue Roo Theatre Company must respond adapt and prepare for the environment post COVID 19 and the reality of physical distancing measures, restrictions on public gatherings and travel restrictions.

Implications include limitations on

- ✓ Running workshops
- ✓ Running rehearsals
- ✓ Live performances
- ✓ Audiences sitting 'shoulder to shoulder' in theatres
- ✓ Nursing home visits
- ✓ School visits
- ✓ Involvement in community activities such as fetes and fairs.

As Blue Roo relies on 'in-person' gatherings, above mentioned 'standard' Blue Roo activities are jeopardized indefinitely and our future is vulnerable.

What has been reflected in this plan from this point forward is the evolution of Blue Roo Theatre Company investigating and moving outside the standard activities which were previously offered. Participants in Blue Roo activities (and their families) must be confident that activities on offer are safe.

	Evaluation of Existing Partnerships	Development of new partnerships	Digital World	Innovation	Traditional Activities
Activities & Performing Arts Products 2020/21	It is anticipated that 2020/2021 will be a year of revitalization for Blue Roo Theatre Company. As the future of traditional activities such as major productions, street threat and regional tours is not known effort will be directed towards forging relationships with partners to create alternative innovative programs which provide opportunities for people with disability to be involved in the performing arts, post COVID 19.				
	The long-standing partnership between Blue Theatre Company and Centacare will need to be reviewed to determine the expectations of both parties moving into the post-COVID19 environment.	What the performing arts sector will 'look like' post COVID19 is unknown. New relationships and partnerships - which support innovation within the performing arts and the disability sectors, will need to be established. This will include relationships with the educational institutions which work with and prepare future professionals to work in the creative arts and disability sectors. Traditional activities will be challenged, when overlaid with physical distancing and a vulnerable participant group.	Exploration of grant funding for new programs which replace the traditional 'shoulder to shoulder' audience for Blue Roo activities. COMBINED WITH Exploration of what the digital world can offer both in connection with performers and audiences will be a high priority – can the screen become the stage?	**New Programs** My Life, My Story - A digital advocacy, storytelling and marketing project highlighting the individual stories of developing and current performers and their families and highlighting the impact the opportunities provided by BR have had on their lives. In the second year of this activity, as COVID19 restrictions can be managed for this vulnerable participant group, the plan is to turn this into a stage production involving storytelling, movement, and dance. **Pathway to Performance** A music and rhythm production consisting of up to twenty members, led by the Musical Director. Produced in digital format.	Investigate if it is at all possible to continue to offer the traditional activities of major productions, street theatre and regional tours in a way which ensures the health and safety of performers within a high-risk vulnerable cohort of society.
Activities & Performing Arts Products 2021/22	TO BE ADVISED				
Activities & Performing Arts Products 2022/23	TO BE ADVISED				