

# Queensland Performing Arts Trust

## A CENTRE OF INSPIRING ARTS FOR ALL QUEENSLANDERS

QPAC is a public cultural institution where people, performance and ideas connect.

Art and creative activity are ways to explore ourselves and the world. We create and present stories and perspectives that have relevance to our time and to the people who live here. Through this we aim to give voice to our diverse communities, provoke thought and reflection, and help shape our shared future.

Queensland is the only state or territory home to both of Australia's Indigenous peoples. QPAC seeks to be a place where audiences can engage with the breadth of our cultural origins and forms of expression, to embrace and celebrate Aboriginal and Torres Strait Islander cultures with vigour and authenticity.

Through our program, activities, and partnerships we support employment to generate value at a personal and collective level: for individuals, communities and our sector.

### WHAT WE DO

Create powerful experiences through art	Attract large and diverse audiences on site and online	Welcome all to a thriving and creative precinct	Maintain a robust and sustainable financial and governance foundation	Foster an inclusive and positive workplace culture	Develop and sustain relationships with arts companies, communities, supporters	Offer innovative specialist solutions and expertise
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### OBJECTIVES / STRATEGIES 2021 –2025

VIBRANT ARTS	CAPTIVATED AUDIENCES	CREATIVE AND COMMERCIAL	FIRST NATIONS
<i>Deliver a diversity of meaningful experiences</i>	<i>Amplify audience engagement</i>	<i>Foster innovation, leadership and collaboration</i>	<i>Prioritise reconciliation led by First Nations knowledge and expertise</i>
Create a program diverse in form, scale, and perspectives that resonates with audiences	Reflect the heart of Queensland as a vibrant and welcoming place	Strengthen our ability to respond to rapid change, opportunities and technologies	Elevate First Nations arts and culture and promote respect, participation, and understanding
Promote conversation and debate to bring insight to complex issues	Provide opportunities to participate in creative and cultural activities as a pathway to improved wellbeing	Reflect the full diversity of the community in our work and in our workforce	Embed First Nations leadership and advice to guide our initiatives
Capture stories that emerge from our unique place in the world	Use our resources and technologies to reach and engage people across the State and beyond	Cultivate dynamic and productive partnerships	Create opportunities for First Nations peoples to thrive in our business and operations

#### MEASURED BY:

Attendance levels

Audience satisfaction with QPAC experiences

Revenue earned from commercial or private sources

Positive increase in First Nations engagement across all aspects of the organisation's operations

## PURPOSE

Our purpose under the *Queensland Performing Arts Trust Act 1977* is to contribute to the cultural, social and intellectual development of all Queenslanders.

## VALUES

Our values are:

- We are passionate hosts
- People come first
- Fabulous is the new normal
- We lead boldly and bravely
- We thrive together not alone
- We value the diversity, wellbeing and safety of our people

Our combined knowledge and expertise equip us to:

- provide leadership and excellence in the performing arts
- be responsive to the diversity of Queensland's communities
- affirm respect for Aboriginal and Torres Strait Islander cultures
- encourage and support learning and participation.



Image: The Ancient Bloods. Green Jam QPAC 11 Dec. 2020. Photographer: Lachlan Douglas @SomeFX.

The Queensland Government's funding over the next three years is:

2021-22	2022-23	2023-24
\$10.62M	\$8.77M	\$8.88M

## LINKS WITH GOVERNMENT'S OBJECTIVES FOR THE COMMUNITY

QPAC contributes to the Queensland Government's objectives for the community – *Unite and Recover* by 'Supporting jobs' when delivering on activities under all our organisation's objectives and strategies.

The deliverables employ and support the employment of artists, creatives, technicians, venue management and support staff in various industries which in turn add to the diversification of the Queensland economy.

We share the Government's vision in *Creative Together 2020-2030: A 10-year Roadmap for arts, culture and creativity in Queensland*, which will socially, culturally and economically assist to renew and transform the State.

Our passion will prioritise support for First Nations work, artists and artworkers.

Our contribution will respect, protect and promote human rights in our decision-making and actions.

## STRATEGIC RISKS

- Delay in responding to population growth, changing community expectations, technical advancements and digital threats
- Uncertainty of the ongoing impacts of the COVID-19 Pandemic on QPAC's program
- Retention of relevant knowledge and expertise
- Manage the impacts of construction in surrounding areas

## STRATEGIC OPPORTUNITIES

- Upskill our people to remain responsive to community needs, industry standards and Government imperatives
- Embrace and invest in new technologies
- Collaborate to support a resurgence and build future resilience across the arts and cultural sector
- Build diversity in our workforce and program

QPAC's new theatre that is planned for completion in late 2022 presents an enormous opportunity to reimagine the audience and artist experience in the Centre. The theatre is integral to QPAC's growth strategies in expanding the breadth of its program and the reach across the State.

Over the course of this strategic planning period, it is likely that other major construction projects will be underway in the vicinity. QPAC is actively involved in understanding the projects and their potential impacts.