

THE ARTS CENTRE CHARTER

CORE PURPOSE

- Our core purpose is to enrich the lives of Victorians – culturally, educationally, socially and economically (Victorian Arts Centre Act 1979 S.5)

ROLE

- providing leadership in the creation, presentation, promotion and advocacy of the performing arts
- stimulating curiosity and understanding of the performing arts
- increasing accessibility and enjoyment of the performing arts
- creating partnerships that increase the value and potential of the performing arts
- exercising responsible care and presentation of publicly-owned cultural assets.

VISION

Our vision is of a society that values the performing arts

VALUES

Leadership	we will show clear direction and purpose; advocate, set an example and excel; and create confidence and motivation
Creativity	we will be curious and inventive; flexible and adaptive, and always willing to find better ways to do things
Inspiration	we will be passionate, energetic and committed
Inclusivity	we will welcome and engage people, listen and learn, and collaborate for mutual benefit
Integrity	we will be open, honest and trustworthy; reliable and true to our word, and at all times act fairly, ethically and respectfully

CORPORATE GOALS AND PRIORITIES (2003 – 2006)

Brand Plan - delivering a distinctive, energised and highly valued Arts Centre experience

Future Financial Model - delivering financial viability, vitality and sustainability

Master Plan - providing a distinctive environment that enables improved capacity, attraction and accessibility

Organisational Capability – becoming an organisation that lives its values

Goal 1 – The best range of performing arts programs

Priorities

- offer a wide range of distinctive programs that stimulate and celebrate the performing arts
- build resilient, value-creating partnerships with presenters.

Goal 2 – The best experience of the performing arts

Priorities

- promote the brand, attract more people more often, and extend the Arts Centre's reach
- attract and retain growing levels of committed support
- deliver a unique and valued experience for all visitors

Goal 3 – The pre-eminent performing arts environment

Priorities

- exemplary presentation of the entire site at all times
- continuous renewal of facilities to "90% as new" condition
- integrated facility development that delivers improved capacity, attraction, and accessibility
- well managed, well researched and highly accessed cultural collections

Goal 4 – A high performing organisation

Priorities

- continuous improvement of financial performance, analysis and reporting
- best practice business systems services and processes
- assured reliability, compliance, safety and risk management
- an organisation characterised by continuous improvement of capability, commitment, performance and satisfaction.