



STRATEGIC PLAN
2015 - 2018



arts · community · advocacy

Purpose

WE DELIVER CREATIVE PROFESSIONAL SERVICES TO ADVOCATE FOR SOCIAL CHANGE AND TO GIVE PEOPLE THE SKILLS AND CONFIDENCE TO STAND UP AND SPEAK OUT

Values

- > Respecting ownership and copyright of stories and artistic works
- > Working in partnership to achieve more together
 - > Recognising that everyone can effect change
- > Respecting and celebrating community diversity
 - > Producing artistic works of a high standard

Objectives

We bring people together to share experiences and create mutual understanding



We give people the skills to speak up and be heard



We produce high quality creative works



We build audiences and forums for discussion



Strategies

> Participatory approaches for planning and evaluation

> Strong community engagement from project start to completion

> Work within existing community and group structures

> Develop long-term projects to achieve high quality and sustainable outcomes



> Provide breadth of training in advocacy and digital media

> Work with partners to plan for the utilisation of skills following project completion



> Provide creative services to advocate for social change using:

Storytelling
Filmmaking
Photography
Music
Animation
Drama



> Engage new audiences through events, festivals, television, and social media

> Facilitate workshops with advocates and decision-makers



Key Performance Indicators

> Voluntary participation in all projects

> Work with existing groups

> Long-term projects established

> People we work with continue to use their skills

> Mobilised communities to advocate for their needs

> Works are shown on television, online and screened at festivals and events

> Engaged new audiences

> Influenced decision-makers