



Alexandria Town Hall
73 Garden Street, Alexandria NSW 2015
(02) 9698 7133

Milk Crate Theatre

Strategic Plan 2021-2024

OUR VISION

Milk Crate Theatre effects social change through the power of performance.

OUR MISSION

Milk Crate Theatre provides opportunities for people whose voices are under-represented to engage in artistic practice; building confidence, skills and connections. We share bold and resonant stories that build empathy and break down barriers.

OUR COMMUNITY

Our community of Collaborative Artists are people who are living with, have experienced, or are at risk of homelessness; people living with mental health issues or disability support needs; or people who come from First Nations or Culturally and Linguistically Diverse (CaLD) backgrounds

OUR VALUES

- **ARTISTRY:** We use a range of creative practices that develop skills, foster confidence, provide platforms for expression, and open discourse for social justice and change.
- **RESPECT:** We create an environment where the experiences, feeling and rights of everyone are respected and valued.
- **BELONGING:** We put our Artists at the heart of everything we do, providing a safe and accessible environment for the community to connect and personally develop through creative practice.
- **COLLABORATION:** We work collaboratively within our creative processes, and in partnership with arts, social purpose, government, corporate and funding partners to further our reach and impact.



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GOALS & INITIATIVES

THEME	ARTISTIC IMPACT	PERSONAL TRANSFORMATION	INFLUENCING CHANGE	SUSTAINABILITY
GOAL	To create a regular and resonant artistic program that offers Collaborative Artists platforms for expression and inclusion in the Arts.	To grow the impact for Collaborative Artists, both increasing the number of participants and deepening engagement through a clear development path which supports people to make positive life changes.	To build our audience reach and influence; bringing communities together to leverage and share our work in innovative and engaging ways.	To grow and diversify income streams and to ensure our structure, culture and operations support scaling of programs and impact in an efficient and sustainable way.
STRATEGY/ INITIATIVES	<ol style="list-style-type: none"> 1. Develop and implement an Annual Artistic Program incorporating a range of creative engagements and presentations of artistic works with and by our community of Collaborative Artists. 2. Deliver best practice CACD programming: <ol style="list-style-type: none"> a. Implement Training Development Program for Artistic team. b. Refine & Implement Collaborative Artist Development Pathway to offer advanced skill development for CAs. 3. Collaborate with a diverse range of arts professionals and companies to broaden our creative offering and to build opportunities for CAs to engage with the broader sector. 	<ol style="list-style-type: none"> 1. Strategically increase the scale and reach of the Annual Artistic Program through focused business development and innovative partnerships. 2. Develop and implement a Participant Development Program to support participants at different stages of their journey. 3. Develop and embed a Social Impact Measurement Framework to ensure we can consistently and accurately measure the impact of our programs on participants and the community. 	<ol style="list-style-type: none"> 1. Increase Audience Reach and Impact by looking at innovative ways to share works through partnerships. 2. Increase Audience Diversity across sector by providing free tix for participants to see our work and other companies work. 3. Develop and implement a Content Marketing & Communications Plan aligned to Annual Artistic Program and key events for sector and community. 	<ol style="list-style-type: none"> 1. Develop and implement Business Development and Fundraising Plan to target new income streams and increase multiyear untied funding. 2. Identify and evaluate Arts Sector Partnerships to facilitate shared resources where it makes sense.



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Milk Crate Theatre Theory of Change

