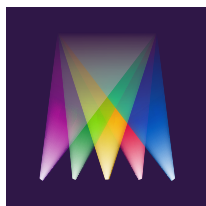
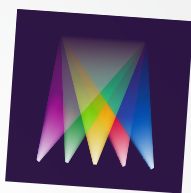


Strategic Direction 2015 - 2017



PERTH THEATRE TRUST



PERTH
THEATRE
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On 1 January 2015, Perth Theatre Trust will commence the most exciting era in its 34-year history as it moves to re-take direct control of its venues.

As part of the transition to the new operating model we have developed our new *Strategic Direction 2015-17*. This plan articulates our promise to deliver performance, at every level.

In everything that we do over the next three years we will be guided by our six strategic focus areas – relationships, audiences, customer experiences, vibrancy, venue improvement and economic viability. Underlying all of this is our vision of having vibrant, full theatres.

I commend our strategic plan to you and look forward to seeing you at one of our venues in the near future.

Hon. Peter Blaxell
Chair, Perth Theatre Trust
December 2014

OUR VISION

Is to have vibrant, full theatres

OUR MISSION

Is to offer wide-ranging arts experiences in well-managed venues

OUR VALUES

The way we live our values every day

Creativity

We live this value by:

- Driving creativity in our business
- Creating an environment in which the performing arts can prosper
- Being creative in building mutually beneficial partnerships

Respect

We live this value by:

- Being respectful in all of our relationships
- Treasuring the venues under our control

Service

We live this value by:

- Providing service excellence
- Being timely, reliable and responsive
- Continuously seeking innovation and improvement

OUR PROMISE

Is to deliver performance, at every level

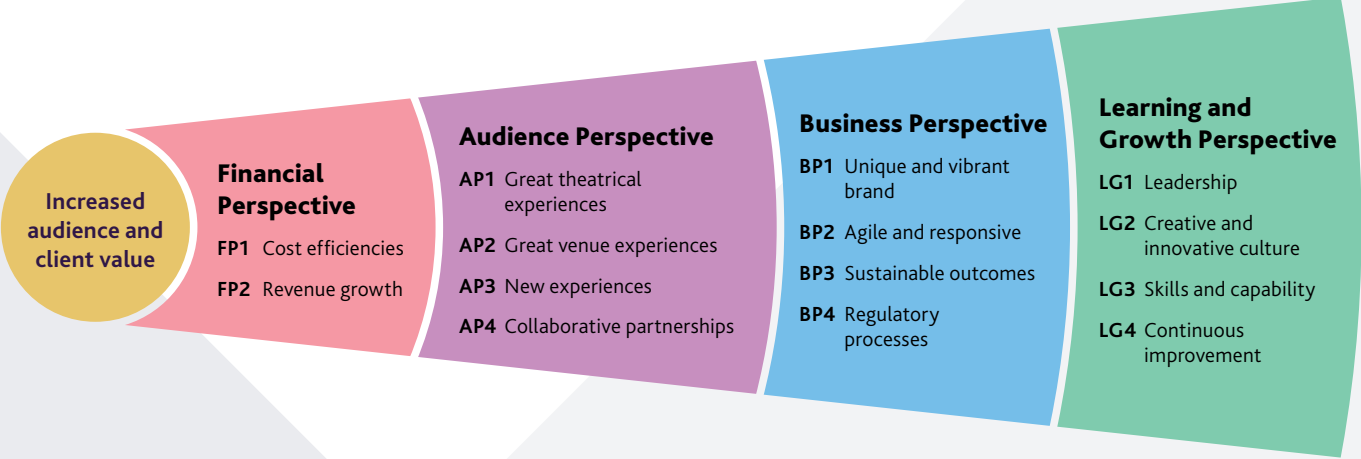


MEASURING OUR PERFORMANCE

Our success will be measured from our perspectives:

Financial	Controlling costs and providing a balanced approach to investment
Audience	Continuously improving our services
Business Processes	Continuous innovation and improvement of our business processes
Learning and Growth	Developing our people and growing our capacity to meet future needs

BALANCE SCORECARD



MEASUREMENT OF OBJECTIVES AGAINST THE BALANCED SCORECARD

This plan focuses on the strategic priorities that will impact on the programs and services we deliver over the next three years.

In order to address these priorities we have developed six strategic focus areas which are fundamentally aligned with our Vision and Values. These are: Relationships; Audiences; Customer Experience; Vibrancy; Venue Improvement and Economic Viability. These focus areas will be the key drivers in achieving successful outcomes.



STRATEGIC FOCUS AREA	STRATEGIC OBJECTIVE	KEY ACTION	MEETS PERSPECTIVE						
Relationships	1 To strengthen and build strategic partnerships which achieve greater outcomes for stakeholders and audiences	Develop MOUs with all resident companies	AP1	AP4					
		Develop strong relationships with new and existing promoters	FP2	AP3	AP4				
		Build a robust relationship with the food and beverage provider	FP2	AP2	AP4	BP3			
Audiences	2 To build new audiences while continuing to service existing patrons	Develop a comprehensive programming policy across all theatres	AP1	AP3	BP1				
		Continuously identify programming opportunities	AP1	AP2	AP3	AP4	BP3		
		Ensure customers can easily access our services	AP1	AP2	BP2	LG4			
		Encourage younger audiences into our venues	FP2	AP2	AP3	BP2	BP3	LG2	
Customer Experiences	3 To provide excellent customer experiences	Review and improve booking arrangements	AP2	BP2	LG1	LG4			
		Ensure all aspects of venue operations are well-managed	FP1	FP2	AP2	BP2	BP3	LG1	LG4
		Provide an improved food and beverage offering	FP2	AP2	BP2	BP3	LG2	LG3	LG4
		Build a customer-focussed organisational culture	AP2	AP3	BP2	LG2	LG3	LG4	
Vibrancy	4 To create a vibrant and flexible working and artistic environment	Attract a wide and diverse range of entertainment	AP1	AP2	AP3	BP1	LG2		
		Encourage new ideas across all areas of the business	AP2	BP1	BP2	LG1	LG2		
		Provide professional development opportunities to staff	AP2	BP2	LG1	LG2	LG3	LG4	
Venue Improvement	5 To achieve the highest possible standard in quality and maintenance of infrastructure	Review the Asset Management Plan	FP1	AP2	BP3	BP4	LG4		
		Advocate for the prioritisation of venue funding	FP2	AP2	BP3				
Economic Viability	6 To maintain and enhance our economic viability	Identify business areas for cost savings or investment	FP1	FP2	BP3	LG1			
		Investigate new opportunities to generate revenue	FP2	BP3	LG2	LG4			
		Secure and enhance the existing revenue base	FP2	BP3	BP4				



ALBANY
ENTERTAINMENT
CENTRE



HIS
MAJESTY'S
THEATRE



STATE
THEATRE
CENTRE



SUBIACO
ARTS
CENTRE

Trustees

The Hon. Peter Blaxell (Chairman)

Cr Jim Adamos

Cr Rob Butler

Cr Janet Davidson

Max Kay

Morgan Solomon

Michelle Tremain

Duncan Ord (Ex-officio)



GOVERNMENT OF
WESTERN AUSTRALIA



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