

CORE PURPOSE	JUTE is committed to the development and employment of regional artists and the production of new work.
ARTISTIC VISION	To change the world through theatre.
ORGANISATION VISION	JUTE is a regional champion for working closely with all stakeholders to deliver authentic Australian stories and economic benefits to our region.
ARTISTIC MISSION	JUTE will not rest until all the untold stories have been told, until there is no regional artist needing support and our audience and community's need for diverse stories is fully sated.
ORGANISATION MISSION	JUTE will consistently collaborate with our stakeholders and partners to ensure we continue to build cultural capital for our region for a thriving and vibrant arts and culture community.
OUR VALUES	Diversity / Inclusive / Culturally Respectful / Strategic Focussed / Challenging The Status Quo / Authentic / Integrity / Partnership Focussed

WHAT DOES SUCCESS LOOK LIKE TO ACHIEVE OUR MISSION/GOALS?

GOALS	SUCCESS FACTORS
Be recognised for developing and creating exceptional theatre experiences.	Percentage of Audiences who rate our work as Good –Excellent. Percentage of positive critical reviews of work JUTE work nominated for Theatre Awards annually. Percentage of evaluations received from artists engaged on projects with an average score higher than 7.
Be renowned for nurturing and presenting cultural diversity through theatre creation.	Number of First Nations theatre Works Produced / Toured per Annum. Percentage of participants in writing programs from First Nations, Culturally and Linguistically Diverse backgrounds. Number of First Nations, Culturally and Linguistically Diverse artists/artworkers in full-time positions within JUTE.
Be acknowledged as the catalyst of regional and international partnerships, touring and co-production collaboration.	Number of national and international co-producers investing in new JUTE works. Number of weeks of Dare to Dream First Nations tour and residency program to regional and remote communities per annum. Number of partnerships with state and national bodies engaged in a range of JUTE programs.
Be celebrated for increased participation numbers through multiple channel delivery of work, education and engagement.	Number of outreach programs for face to face and online writing programs throughout Queensland. Number of participants in programs delivered outside local area Increase JUTE Theatre School participation.
Be respected for organisational efficiency, effectiveness and resilience.	Percentage of total income from Philanthropy, Sponsorship and Fundraising Number of fundraising prospects actively engaged in relationship building with JUTE Number of professional development opportunities provided for team and board members annually Percentage of evaluations received from employees and board with an average score higher than 7.

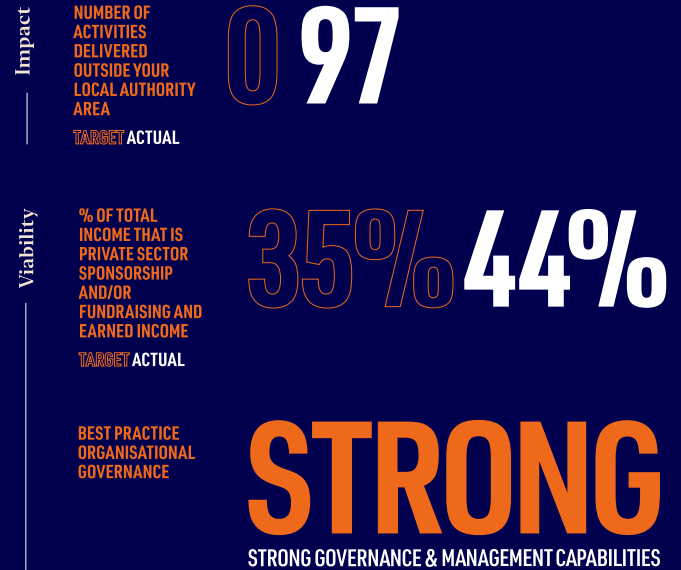
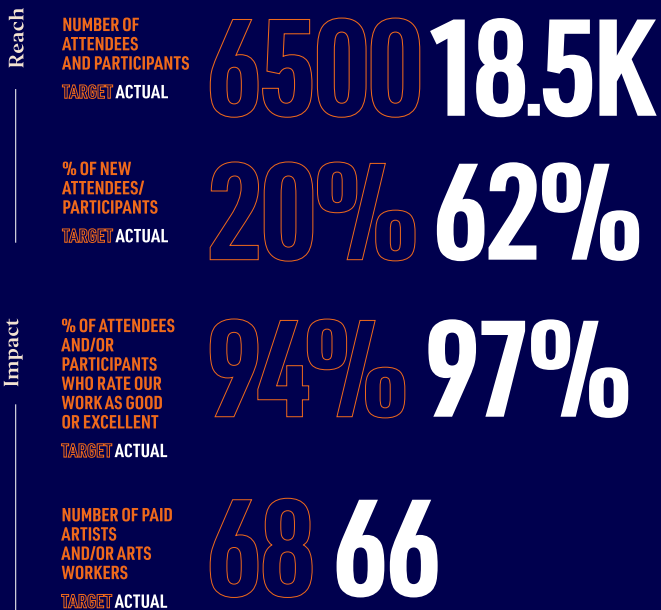
SOLUTIONS WE PROVIDE

JUTE is guided by four pillars:



PROOF OF SUCCESS

MEASURES:



OUR AUDIENCE FOOTPRINT

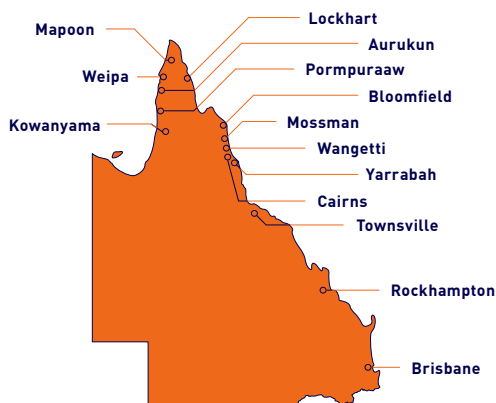


Ongoing engagement and partnerships with major stakeholders:

- Regional council
 - Cairns Regional Council
 - Tablelands Regional Council
 - Cassowary Coast Regional Council
- Regional Arts Services Network
- Arts Queensland Brisbane and Cairns
- The Fairfax Family Foundation
- Australia Council for the Arts
- CQ University
- Papa New Guinea (Lae and Port Moresby)
- Department of Education, Brisbane and Cairns
- Department of Aboriginal & Torres Strait Islander Partnerships, Brisbane and Cairns
- Energy Queensland, Brisbane and Cairns
- Cape York Girl Academy
- ArtTour
- Westpac Cairns
- ANZ, Cairns and Tablelands
- My Pathway, Cape and Far North Queensland

PINPOINT AREAS FOR TOURING

Area's we have visited and have consistent engagement with:



Area's we intend to tour this year:

- Thursday Island
- Bamaga
- Mapoon
- Lockhart River
- Mossman
- Ravenshoe
- Yarrabah
- Mount Isa
- Doomadgee
- Cloncurry
- Malaysia

MARKETING FOOTPRINT

REACHING OUR AUDIENCE

Our ongoing partners to extend our reach:

- Regional Arts Services Network - QLD - Radio, Newsletter, Social Media
- Arts Queensland - Social Media
- Cairns Regional Council - Reach Arts, Youth Managers Network
- JUTE Theatre Company - Social Media, TV, Radio, Newsletter, Website
- Tablelands Regional Council - Arts On Track
- National Indigenous Times - Social Media, E-Newsletter
- ABC FNQ - Online, ABC Listen App, Radio, Social Media
- Bumma Bippera Media - Radio