LA BOITE



STRATEGIC PLAN 2027-29

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INTRODUCTION

La Boite enters the next chapter of its second century with a clear ambition: to make great theatre, grow and connect with audiences, invest in artists and build an organisation capable of thriving for generations to come.

This revised strategy sharpens La Boite's direction for 2027–2029. It builds on the foundations of the existing Strategic Plan while responding to what we have heard from our audiences, artists and stakeholders, and to the changing environment in which La Boite operates.

At its centre is a renewed focus on La Boite's reason for being:
To create bold theatre for curious minds.

That means pursuing artistic excellence and creative risk. It means making work that people want to experience and creating stronger relationships with audiences. It means giving artists meaningful opportunities to develop, experiment and thrive. And it means ensuring the organisation behind that work is financially, culturally and operationally strong.

Our four strategic goals provide a simple framework for the choices we make and the opportunities we pursue:

1. Make great theatre.
2. Grow curious and connected audiences.
3. Develop our artists and industry.
4. Build a resilient La Boite.

Together, they set the direction for La Boite through 2029 while keeping our eyes firmly on the longer horizon: **another century of theatre that changes us.**



OUR VISION

Another century of theatre that changes us.

La Boite has been making theatre for more than 100 years. Our vision looks to the next 100: a future in which theatre continues to surprise us, connect us, challenge us and change the way we see ourselves and the world around us.

OUR PURPOSE

To create bold theatre for curious minds.

We make theatre that is ambitious, distinctive and alive with possibility. We invite artists to take risks and audiences to come with us – to be entertained, challenged, surprised and moved.

OUR VALUES

Our values guide how we make theatre, how we work together and how we make decisions.

Make it extraordinary.
We set a high bar. We care deeply about the quality of our work and strive to create experiences that are distinctive, memorable and worth showing up for.

Be bold.
We back ideas, artists and choices with conviction. We embrace creative risk, challenge convention and have the courage to try something new.

Make room.
We create space for different people, perspectives and possibilities. We listen with curiosity, share opportunity and believe La Boite is stronger when more people can see a place for themselves within it.

Do what's right.
We act with integrity, respect and care. We take responsibility for our choices, have honest conversations and consider the impact of what we do on our people, our artists, our audiences and our community.

Build to last.
We think beyond today. We use our resources wisely, invest in our people and relationships, and make decisions that strengthen La Boite for the generations that follow.

OUR STRATEGIC GOALS

1. MAKE GREAT THEATRE

Create ambitious, distinctive and memorable theatre that excites audiences, takes creative risks and reinforces La Boite's place as a leading Australian theatre company.

We will:

- Put artistic excellence and audience experience at the centre of our programming and decision-making.
- Champion new Australian work and distinctive theatrical experiences that have a reason to exist at La Boite.
- Back artists and ideas with ambition, encouraging experimentation and considered creative risk.
- Build a program that strengthens La Boite's artistic identity and reputation locally and nationally.
- Create theatre that audiences want to experience, talk about and recommend to others.

Outcomes we seek by 2029:

- An established pipeline of new works – at least one fully developed and presented each year, led by La Boite.
- Renewed reputation as the theatre of first-breaks for new artists.
- Strong industry relationships with regular co-productions.

We'll know if we're succeeding by:

- The number of diverse new works we develop and produce.
- The partnerships we form to make new work possible.
- Critical review and audience feedback.



2. GROW CURIOUS AND CONNECTED AUDIENCES

Welcome more people to La Boite, deepen relationships with existing audiences and create experiences that spark curiosity, conversation and connection.

We will:

- Grow attendance and build stronger, more enduring relationships with audiences.
- Better understand who our audiences are, what motivates them and what gets in the way of participation.
- Make the experience of discovering, attending and engaging with La Boite welcoming and compelling.
- Reach beyond our existing audience and create meaningful pathways for new people to experience La Boite.
- Build a stronger sense of connection around the Roundhouse as a place people want to return to.

Outcomes we seek by 2029:

- A loyal and enthusiastic audience, increasing year on year, with repeat attendees.
- Creation of a distinctive patron experience when attending a La Boite production.
- Active audience development strategy that introduces new and diverse audiences to La Boite.

We'll know if we're succeeding by:

- The increase in our audience numbers.
- Increased box office income.
- The number of new audience members.
- The number of repeat customers and subscribers.



3. DEVELOP OUR ARTISTS AND INDUSTRY

Give artists opportunities to create, experiment, develop and thrive, while contributing to a stronger, more connected and sustainable theatre industry.

We will:

- Create meaningful opportunities for artists at different stages of their careers.
- Invest in the development of new work, new ideas and new creative voices.
- Provide pathways for artists to experiment, build their practice and progress their careers.
- Build productive relationships and collaborations across the arts and cultural sector.
- Play an active role in strengthening the capability, connection and sustainability of Queensland's theatre ecology.

Outcomes we seek by 2029:

- Strong and relevant artist pathways programs.
- Close connections with the tertiary and secondary education sectors with a two-way dialogue about needs and interests.
- Regular participation in national pathways initiatives.

We'll know if we're succeeding by:

- The number of La Boite debuts – actors, writers, designers, directors.
- The number of industry collaborations and contributions to industry-wide initiatives.



4. BUILD A RESILIENT LA BOITE

Strengthen our financial, organisational and cultural foundations so La Boite can adapt with confidence, invest in its ambitions and thrive for generations to come.

We will:

- Build a sustainable operating model that aligns our ambitions with our resources.
- Grow and diversify revenue, including ticketing, philanthropy, partnerships, funding and commercial activity.
- Maintain strong governance, financial discipline and effective organisational systems.
- Build a healthy, accountable and high-performing organisational culture.
- Invest in the people, capabilities and infrastructure La Boite needs for the future.
- Make decisions with a long-term view, protecting La Boite's capacity to adapt, take creative risks and pursue opportunity.

Outcomes we seek by 2029:

- Healthy financial position with rebuilt reserves.
- Dynamic and entrepreneurial team, seeking new opportunities and open to innovative approaches.
- Fit-for-purpose systems and tools in place to support the Company's ambitions.
- La Boite is an employer of choice in the theatre industry.

We'll know if we're succeeding by:

- Our ability to operate within a balanced annual budget.
- Increased diversification of our revenue streams – venue hire, box-office, workshops.
- Increased government support, sponsorship and philanthropy.
- Level of our of our financial reserves.





OUR STRATEGIC TEST

Across everything we do, we will ask:

Does this help us make great theatre, grow our audiences, develop our artists and build a stronger La Boite?

Our vision is deliberately long-term.
Our strategy is practical.

Together, they give La Boite a clear direction – putting great theatre at the centre, audiences at the heart of our future, artists at the heart of our practice, and resilience as the foundation of our ambition.

Another century of theatre that changes us.

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