

LA BOITE

2025 - 2028 STRATEGIC PLAN



LA BOITE

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ACKNOWLEDGMENT OF COUNTRY

At La Boite, we acknowledge the country on which we work, and the traditional custodians of the land – the Turrbal and Jagera people. We give our respects to their Elders past and present. We honour the Aboriginal and Torres Strait Islander peoples, the first Australians, whose lands, winds and waters we all now share, and their ancient and enduring cultures. This country was the home of storytelling long before La Boite existed, and we are privileged and grateful to share our stories here today.

INTRODUCTION

Everything we do at La Boite Theatre is undergirded by the acknowledgement of and the deepest respect for the Traditional Custodians of the land on which we work – the Jagera and Turrbal people. We extend our thanks and gratitude to the Traditional Owners who have looked after this land and these waters for more than 70,000 years – land and waters that we rely on, raise our families on, make a living on and tell stories on. We are deeply grateful for their continued custodianship and care for these Countries. We value our collaborations with Aboriginal and Torres Strait Islander people and advocate for their right to self-determined processes and artistic identity.

From 2025, La Boite’s vision is to increasingly uncover and reveal stories from the voices of those historically sidelined. La Boite will continue to make space for our artists and audiences to challenge assumed “truths” and dismantle the idea of a homogenous cultural identity. We will do this by providing a platform for the Traditional Owners of the land, the Other, the Stranger, and the rejected.

Storytelling is a powerful way to bring behaviours into focus and ideas into action. La Boite’s long-term trajectory is to celebrate difference, promote social cohesion, erase division, and diminish psychological states of indifference through the stories we share.

100 years of existence in an ever-changing landscape takes resilience and ingenuity, and we are privileged to still be here making work with extraordinary people.



STATEMENTS

VISION:

Another century of changing the world, one story at a time.

PURPOSE:

To create powerful connections between artists and audiences through stories that entertain, move, empower, surprise, and transfix.

VALUES:

1. CULTURAL SAFETY:

We advocate for transparency and agency in all our collaborations.

We advocate for cultural respect, understanding and safety.

We advocate for the equitable accommodation of people's differences.

2. DIVERSITY:

We make space for artists and audiences from diverse backgrounds to share their stories.

We make space for a diversity of dramaturgies in the work we present.

We make space for the expression of personality, world views, and cultural identity.

3. INCLUSION:

We believe in connecting our audiences, artists and partners.

We believe in building trust with our community and including them in our vision.

We believe in the transformative power of representing historically marginalised perspectives on stage.

4. QUALITY:

We strive for artistic virtuosity.

We strive for the ethical and sustainable management of our resources.

We strive to maintain the importance and impact of our work.

STRATEGIC GOALS

1. MAINTAIN OUR POSITION AS A LEADING PRODUCER OF EXCEPTIONAL NEW AUSTRALIAN WORK:

Tell stories that explore different ideas and challenge artists and audiences creatively to be more outward-looking, expansive, inclusive, and innovative.

2. REACH NEW AND EXISTING AUDIENCES AND ENCOMPASS COMMUNITIES:

Continue to make, work for, with, and by our community.

3. DEVELOP OUR ARTISTS AND OUR INDUSTRY:

Nourish and empower artists to entertain and connect with audiences and community on a local, national, and global scale.

4. BUILD A STRONG AND SUSTAINABLE COMPANY:

Become future-fit by regularly interrogating and reinvigorating our business model.



CONTEXT

LA BOITE IS AUSTRALIA'S LONGEST CONTINUOUSLY RUNNING THEATRE COMPANY, **CELEBRATING 100 YEARS OF OPERATION IN 2025.**

Queensland-based and located in the heart of Kelvin Grove, a place with a long history of story-telling and live performance, **La Boite puts the whole world on show** in its 400-seat Roundhouse Theatre. La Boite's origins began in community, and as such, the organisation has **prided itself on being fiercely local**. However, as we head into our second century of operation, La Boite's legacy and future-focused vision has **seen it become a company of national significance**. One of the biggest challenges we face is how we continue to grow the importance and impact of the company nationally and internationally while not disenfranchising our loyal, loving local artists.

La Boite will meet these challenges with **determination, kindness, and considered strategies** through the crucial work we program, a targeted and dynamic marketing plan to reach new audiences and retain existing ones, and our pivotal vision of: **another century of changing the world, one story at a time.**

Our sector needs a loved and trusted company committed to **developing and presenting stories that have global impact** and that strive to shape the soul of our nation.



WHAT DOES IT MEAN TO BE 100 YEARS OLD

A company that reaches a hundred years embodies a legacy of dedication, innovation, and perseverance. It's a milestone that signifies its ability to evolve with the times, navigate uncertainties, and continue thriving amidst adversity.

Beyond the numbers, it symbolises a profound impact on society, economy, and culture. A century-old company is not just a business entity; it's a living testament to human ingenuity, ambition, determination, and the power of collective effort.

As Australia's oldest continuously running theatre company, La Boite has an unrivalled history of creating and sharing stories on stage. As we enter our second century of operation, our responsibility is to nurture the sustainability of the arts sector in Queensland, model artistic excellence and leadership nationally, entertain and grow our audiences, and continue our commitment to diversity, community and collaboration.



“
If we live in a society that calls itself a nation, I think we all have to have some responsibility towards that Nation's history.

– MAE NGAI

”

ARTISTIC VISION

La Boite's role in the local, state, and national arts sector is critical to the pipeline of new Australian work. We have a dedicated focus on the sustainability of Queensland-based arts practice and have **an undeniable track record of nurturing artists to make the transition from emerging to established**. La Boite interrogates the boundaries of theatre, creating pathways for local and national artists to mainstream stages in Brisbane and beyond.

Sharing stories from diverse perspectives is a powerful way to encourage and promote cultural empathy.

Our audiences delight in our ability to take artistic risks, be champions of change, and challenge dominant cultural narratives. From the work we deliver, to the community engagement we undertake, to the make-up of our team, **La Boite is amongst the most culturally relevant theatrical institutions in the country**.



The Poison of Polygamy brought the values of “a place for every story – a story for every place” to life with true professionalism. Thank you for what you are doing. It allows so many Australians to see themselves, to know each other and for the world to better understand us.

– HON TONY BURKE MP





WHAT WE DO

MAINSTAGE SEASON

Each annual season presents a mix of fearless new work alongside fresh takes on timeless classics. In all works, La Boite champions Queensland talent, diversity, and intersectionality. We tell stories that invite socio-political conversations around power, privilege, Sovereignty, racism, social cohesion, and contemporary Australian identity. This imperative is both values-led and financial as over 40% of our patrons are curious, socially minded under 35-year-olds who question the status quo and demand a better future.

TOURING AND REMOUNTS

We deliver national touring productions, direct transfers, as well as co-productions of new works – like *Prize Fighter*, *Single Asian Female*, *The Poison of Polygamy* and *Tiddas*. We strategically align ourselves with like-minded companies and organisations to celebrate Australian stories. We believe touring new works assists them in reaching their full potential as having plays pass through multiple hands and having them seen by multiple audiences solidifies their position in the Australian canon.

BUILDING ARTISTIC CAPACITY

Our artist development and new work development programs are focused on building and maintaining artistic capacity. La Boite's artist development programs address gaps in the industry around strategic support for artists transitioning from emerging to established. La Boite maintains a pipeline of high-quality writers, directors, actors, leaders, and creatives, who have gone on to lead some of the most exciting projects on our national stages. We are also committed to supporting the artistic capacity of our country's educators and young people, who are key to the future of our industry.

CONNECTING COMMUNITIES

We develop valuable and engaged partnerships that focus on special projects and productions, to cultivate deep connections and collaborations through reciprocity, access, and inclusion. Our placemaking strategies bring together surrounding communities to interact with our space through an array of artforms that extend and enhance our mainstage season. Our café, bar and venue hire operations enable us to offer services to audiences, the wider artistic community, and Kelvin Grove locals.

OUR STRATEGIC GOALS

MAINTAIN OUR POSITION AS A LEADING PRODUCER OF EXCEPTIONAL NEW AUSTRALIAN WORK

TELL STORIES THAT EXPLORE DIFFERENT IDEAS AND CHALLENGE ARTISTS AND AUDIENCES CREATIVELY TO BE MORE OUTWARD-LOOKING, EXPANSIVE, INCLUSIVE, AND INNOVATIVE.

We will continue to be at the forefront of New Australian Writing by:

- Consulting and collaborating with Aboriginal and Torres Strait Islander peoples to ensure our company and our space observes, respects and supports cultural protocols.
- Continuing to develop partnerships with Aboriginal and Torres Strait Islander Elders, leaders, artists, and organisations to support the telling of their stories.
- Prioritising the development and presentation of culturally and linguistically diverse stories and stories from other historically marginalised perspectives.
- Ensuring the innovative use of our resources so the work we make can be ambitious and expand the Australian canon.
- Developing a robust touring strategy to ensure the longevity, reach and impact of our work.

REACH NEW AND EXISTING AUDIENCES AND ENCOMPASS COMMUNITIES

CONTINUE TO MAKE WORK FOR, WITH, AND BY OUR COMMUNITY.

We will continue to be at the forefront of connecting audiences with new waves of Australian writing by:

- Connecting artists with audiences through robust consultancy, considered audience development strategies, and ensuring our venue is warm, vibrant and welcoming.
- Programming work that recognises and celebrates that Brisbane is a capital city in the Asia Pacific Region.
- Developing and producing new work that excites contemporary Australia.
- Programming work that considers and celebrates children, young people and their experiences.

DEVELOP OUR ARTISTS AND OUR INDUSTRY

NOURISH AND EMPOWER ARTISTS TO ENTERTAIN AND CONNECT WITH AUDIENCES AND COMMUNITY ON A LOCAL, NATIONAL AND GLOBAL SCALE.

La Boite was founded as Brisbane Repertory Theatre Society in 1925 by an Artist, Barbara Sisley, who was intent on contributing to the cultural life of Brisbane. Artists have been at the helm of the company ever since, and we will continue to set them up for success by:

- Continuing to consult and collaborate with Aboriginal and Torres Strait Islander Elders and communities to support the sharing of their stories.
- Working with Queensland artists to share their stories and practices with the nation and connect them with international opportunities.
- Having permanent artistic positions within the company.
- Supporting artist wellbeing and resilience via responsive pathways and professional development opportunities.

BUILD A STRONG AND SUSTAINABLE COMPANY

BECOME FUTURE-FIT BY REGULARLY INTERROGATING AND REINVIGORATING OUR BUSINESS MODEL.

We will ensure we continue to thrive in our second century of operation by:

- Managing our resources responsibly and ethically to serve the dreams of our artists and our community.
- Developing and implementing policies and practices that keep La Boite focused on equity, transparency, reciprocity, accountability, and sustainability in all that we do.
- Ensuring executive leadership within the company is at the forefront of embedding cultural safety principles across the organisation.
- Prioritising diverse cultural contexts within the board, staff, and artists through dynamic succession planning, recruitment, and artist development.
- Regularly interrogating and reinvigorating our business model to diversify and grow revenue streams and build company reserves.

FINANCIAL OVERVIEW

La Boite combines artistic excellence with financial sustainability. We strive to produce compelling and diverse theatrical experiences while operating with limited resources. We rely on a combination of revenue streams to sustain our operations. Ticket sales from our mainstage productions form a significant portion of our income. Additionally, La Boite actively pursues organisational funding and project grants from government bodies, as well as funds from private foundations and philanthropists to secure resources for our artistic endeavours. We also engage in corporate sponsorships and partnerships with local businesses to generate additional financial support.

Over the years, La Boite has continued to deliver significant earned income including box office, performance fees, venue hire, workshop builds, education and school programs and bar and café revenue. Private sector income including philanthropy and cash sponsorship has fluctuated and corporate cash sponsorship has been harder to secure post-Covid.

FINANCIAL STRATEGIES

From 2025 we will:

- Build a loyal audience through reinstating our subscription ticketing model resulting in increased ticket sales.
- Maximise opportunities to increase earned income through external venue hire, workshop builds, and bar and café sales.
- Capitalise on increasing corporate and philanthropic support for the company alongside its 100th anniversary celebrations, and with forecast increases in attendance and touring reach and impact.
- Seek specific funding for the significant creative development work required for major new works.
- Aim to tour successful new company works – whether government supported or through festival appearances – for financial benefit and greater audience reach.

RISK MANAGEMENT

La Boite's Executive and Board recognises that taking calculated risks is essential for achieving our strategic objectives while ensuring responsible stewardship of resources.

Our risk appetite is aligned with our commitment to artistic excellence, financial sustainability, cultural safety, diversity and inclusion, and community engagement.

A risk appetite statement outlines the principles that guide our decision-making process and assigns a 'Low', 'Medium' or 'High' risk-appetite to each.

The Executive and Board is committed to reviewing this framework annually.





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FOR OVER 100 YEARS



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