



### About Us

Blue Roo Theatre Company Inc is a not-for-profit independent production company. We provide an essential link between the disability community, the performing arts sector and the broader community in that all performers in our productions have a disability.

Blue Roo Theatre Company Inc comprises a diverse range of individuals who give their time, skills and expertise as volunteers. Its Management Committee members have skills and expertise in drama, governance, risk management, HR management, legal, financial management, strategic planning and program management.

Blue Roo Theatre Company Inc's artistic practice is the blend of dialogue, original storytelling, voice, music and rhythm responsive to the individual needs of the performers, their families/friends, their community and society.

### Our Vision

To create thought-provoking reactions from our audiences; to confirm that people with a disability are valued as performers within the creative arts sector and our community; and to provide inspiring performance experiences which publicly highlight and value the abilities of inclusive creatives.

### Our Purpose

Produce work that engages and enriches the lives of our audiences and performers' lives, challenges stereotypes and celebrates and encourages diversity and inclusion.

### Our Values

Inclusivity	Excellence	Passion and Fun	Integrity	Innovation	Empowerment
Include everyone	Be the best you can be	Enjoy doing amazing things	Operate with honesty, trust & fairness	Encourage new ideas & methods	Build confidence & resilience

### Our Objectives

For Individuals	For the Community
Develop meaningful experiences & create a diverse program of activities	Increase audience engagement
Develop self-esteem, confidence, a sense of belonging and a willingness to participate. Overcome loneliness and social isolation	Foster innovation and collaboration
Create opportunities to support inclusive sector capacity	Demonstrate that disability is a social justice concern and community responsibility rather than a charity or welfare issue
Showcase skills and talents through creative expression	Highlight the contribution to the cultural life of the community by people with disability

### Our Strategies

- Develop performing arts products that cater to the diverse needs of performers with disability, e.g., productions specifically designed to move between the digital world, the stage and community spaces, as COVID allows.
- Partner with a variety of agencies, creatives and sponsors supporting people with disability.
- Source funding and income opportunities to create and produce performing arts products and maintain the sustainability of the production company.
- Mentor performers to achieve their artistic goals.
- Evaluate our performing arts products to ensure they are consistent with our vision and purpose.



## 2021/2022 to 2025/2026 Strategic Plan

### Performance indicators

We will monitor progress to deliver on our strategies and achieve our objectives through the following performance indicators:

- New partnerships formed, existing partnerships maintained, alternative funding sources investigated & a sponsorship and income model established to enhance our funding options.
- New and innovative performing arts products created and delivered across Queensland.
- Growth in audience numbers for all performing arts products.
- Evaluation reports and self-assessment tools to indicate satisfaction with our products and guide continuous improvement

### Risks

**Environment** – (1) Impact of NDIS. (2) The ongoing impact of COVID19.

**Financial Viability** –Low levels of earned income and the implementation of a fee for service model

**Sustainability** – Voluntary nature of the organization.

### Activities & Performing Arts Products 2021/22

#### Evaluation of existing partnerships

The long-standing partnership between Blue Theatre Company and Centacare has been refined to fit within the re-framed artistic vision for BRTC.

One of the most significant changes with be the introduction of an audition process for major public productions.

The Blue Roo Theatre Company and QPAC will investigate opportunities to support Blue Roo Theatre Company high quality digital productions in addition to the annual theatre production.

#### Development of new partnerships

Our new partnerships and collaborations with Simone De Haas (Cre8ive); Variety Qld; the University of Queensland Department of Education and the QUT Film Department will be further developed.

Blue Roo Theatre Company has been approached to a establish collaboration with NIDA (Sydney)

#### Digital World

BRTC now has the resources, equipment and skills to develop high-quality digital productions. BRTC is in the final stages of the concept development for two 'Hosting Video Podcasts 2-day workshops building on our My Life, My Story digital project.

#### Innovation

BRTC has established a fee-for service model for short term and longer-term programs to increase earned income. An original product, *Chasing Rainbows*, has been developed. This product offers versatility in that it can be used for special events or appearances as performance opportunities arise. Other products include school holiday programs designed to develop performance skills of participants of all abilities

#### Live Performance

Early in 2021-2022 saw Blue Roo Theatre Company at QPAC delivering the 'show case production' of Mid-Summer's Night Dream under our partnership with Centacare and auspicing the delivery of BOSS.

BOSS was a collaboration between an established stage performer/artist and an emerging artist who has a disability.

Work will commence on the November 2022 'showcase production' of 'Tis the Season'.

*Chasing Rainbows* will have a 2-day community performance season mid-2022 and work has commenced on the 2022 August regional tour

COVID monitoring will underpin all activities

Activities & Performing Arts Products 2022/23	Evaluation of Existing Partnerships	Development of new partnerships	Digital World	Innovation	Live Performance
	Continue the work of 2021/2022	Continue the work of 2021/2022	Continue the work of 2021/2022	Continue the work of 2021/2022	In 2022/23, the plan is to develop and present the performers' stories as a stage production ('Tis the Season) involving narrative, small group storytelling, movement, and dance.

Activities & Performing Arts Products 2024/25	Evaluation of Existing Partnerships	Development of new partnerships	Digital World	Innovation	Live Performance

Activities & Performing Arts Products 2025/26	Evaluation of Existing Partnerships	Development of new partnerships	Digital World	Innovation	Live Performance