



About Us

Blue Roo Theatre Company Inc is a not-for-profit independent production company. We provide an important 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. Management Committee members have skills and expertise in theatre and drama, governance, risk management, human resource management, legal, financial management, strategic planning, and program management.

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

Artistic Vision

To create a thought-provoking reaction within our audiences to establish that people with a disability are valued as performers, artists and arts workers within the broader community.

Our Purpose

To produce work which engages and enriches the life of our audiences and performers by presenting live and digital productions and creative experiences which challenge, celebrate and encourage diversity and inclusion.

Our Values

Inclusivity	Excellence	Passion and Fun	Integrity	Innovation	Empowerment
Include everyone & provide them with a public voice	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 Families and Community
Develop self-esteem; confidence; a sense of belonging and a willingness to participate	Showcase the creative potential of people with disabilities
Overcome loneliness and social isolation	Highlight the contribution to the cultural life of the community by people with disabilities
Provide positive role models	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	Eliminate discrimination, ensure equality before the law and promote recognition and acceptance within the community of the fundamental rights of people with a disability

Our Strategies

Partnerships	Impact	Stability & Capacity
<ul style="list-style-type: none"> Strategic Partnerships, including government Membership Growth Arts Sector Partnerships Disability Partnerships 	<ul style="list-style-type: none"> Program Growth & Quality Pathways & Referrals Strong Brand, Reputation & Market Recognition Evidence & Publicity 	<ul style="list-style-type: none"> High performing management community Sector support & 'buy-in' Diversified funding Sustainable business practices

Our Strategies (Cont)

Partnerships

Strategic Partnerships, including government.

Deepen our government and corporate/private relationships to optimise community impact.

Become the preferred creative arts partner to impact physical and mental health, wellbeing and social inclusion of people with disabilities.

Membership Growth

Implement strategies to widen our membership base through the employment of a Marketing & Fund-Raising position.

Develop value for money sponsoring opportunities which achieve the strategic goals and community obligations of both BRTC and partner organizations – both government and corporate/private.

Arts Sector Partnerships

Implement strategies to increase value for and from members who understand, support, and actively participate in the unique role BRTC plays in the sector and wider community.

Be a genuine collaborator ensuring co-design and program delivery is at the centre of our productions, programs and activities.

Disability/NDIS Partnerships

Foster our arts sector, disability sector (including NDIS) partnerships to become the partner of choice.

Be a conduit for the arts sector, disability sector (including NDIS) to positively impact the lives of those facing life challenges and disadvantage.

Impact

Program Growth & Quality

Grow the breadth and depth of programs across Australia to tackle physical and mental health challenges and barriers to social inclusion for people with a disability.

Develop best-in-class programs which provide support, life pathways and opportunities that excite, bring joy and create purpose for all participants.

Pathways & Referrals

Provide our participants with the best available pathways to establish a sense of value and purpose.

Pathways and referrals to: Mainstream artistic/creative opportunities; employment opportunities; mentoring opportunities; Volunteering opportunities

Strong Brand, Reputation & Market Recognition

Strengthen BRTC's identity as a not-for-profit independent production company working for people with a disability to increase partnerships within the sector and enhance BRTC's exposure to key audiences.

Grow the reach and awareness of BRTC while increasing reputation and positive brand sentiment.

Evidence & Publicity

Leverage data and evaluation processes to measure program outcomes that further evidence BRTC's positive artistic, community, accessibility and social inclusion impact.

Stability & Capacity

High performing management committee

Provide aligned and focused leadership that maintains drive, motivation and accountability towards BRTC's strategic ambition.

Deliver high quality engagement, development and training strategies that attract, retain and grow high-performing people.

Sector support & 'buy-in'

Develop specific promotional campaign which tells the story of BRTC and builds associated connections for the main purpose of engaging with other organisations across the sector.

Diversified funding

Diversify BRTC's funding base through strong and meaningful engagement with corporates, trusts and foundations, and other funding entities.

Ensure funders view BRTC's as an aligned collaborator partnering to achieve the strategic goals of both organisations.

Sustainable business practices

Robust business and financial systems, practices and procedures, to ensure BRTC is positioned for sustainable business growth and sensible investment. Ensure high quality and effective governance practices and transparency & accountability for all funding sources.

Measures

Partnerships

- Establish new partner collaborations
- Increase active member agencies and individuals.
- Expand and increase government and corporate/private sector funding revenue and opportunities, including sponsorships and fund-raising events.
- Establish fully funded partnerships with member agencies.

Impact

- Increase participation rates
- Develop and implement a new pathways and referral models which encourage both participants and partners to be involved.
- Create new partnerships, high quality and innovative programs & activities.
- Capture data evidencing active referrals, participant involvement, employment and reach.
- Execute and measure effectiveness of annual marketing plan.
- Publish annual impact reports in Annual Report

Stability & Capacity

- Increase non-government funding revenue
- Progress toward strategic priorities reported and evidenced each year
- Benchmark and build on participant, corporate/private and community engagement measures
- Comply with all financial, program and quality reporting requirements