

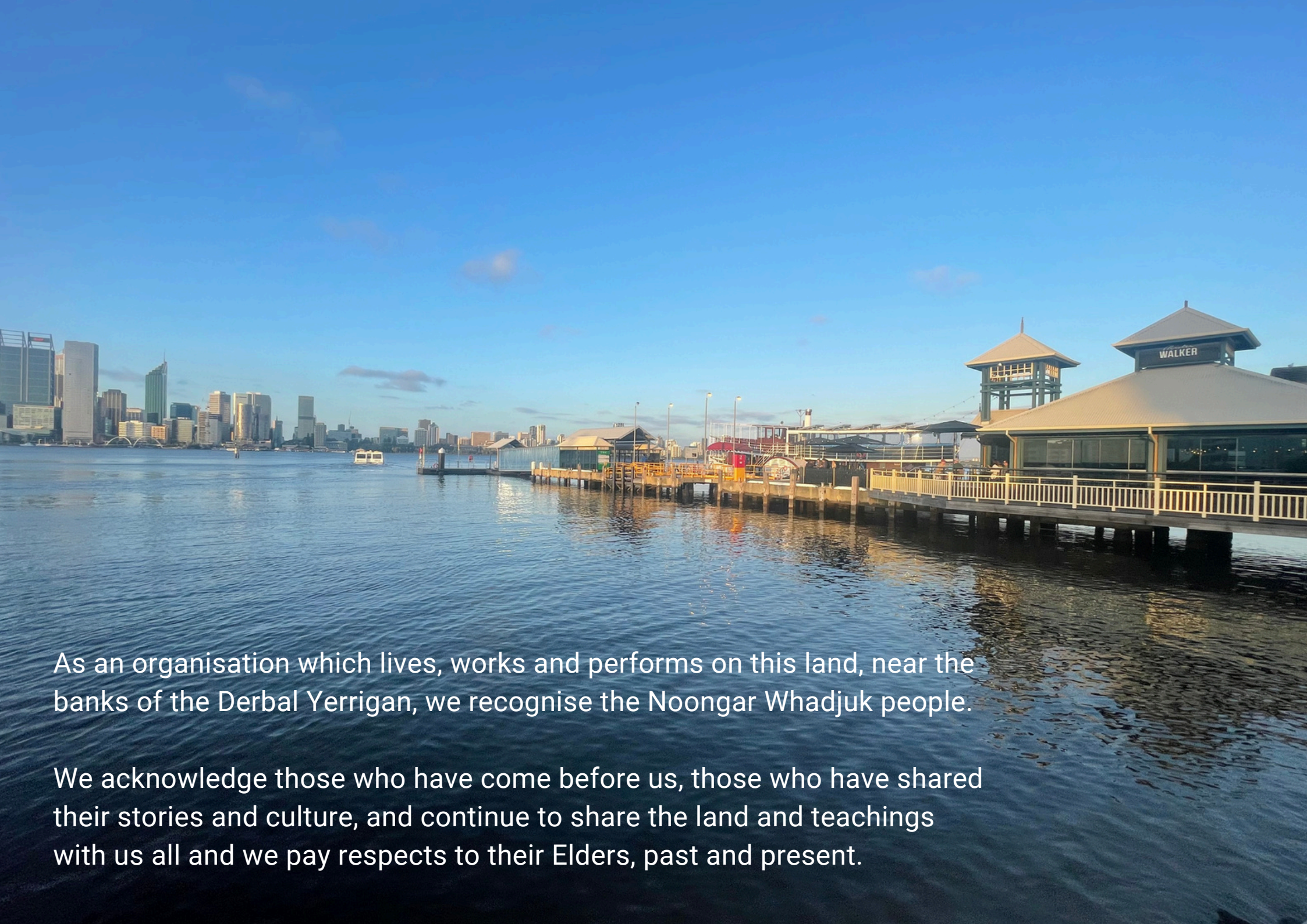
# Strategic Directions

2025-2028

OLD  
MILL  
THEATRE



*Delivering community theatre to the heart of South Perth*



As an organisation which lives, works and performs on this land, near the banks of the Derbal Yerrigan, we recognise the Noongar Whadjuk people.

We acknowledge those who have come before us, those who have shared their stories and culture, and continue to share the land and teachings with us all and we pay respects to their Elders, past and present.

# Background

OF THE OLD MILL THEATRE  
AND OUR CONTINUING EFFORTS TO:

## PROMOTE OUR LOCATION

- We're proud to be a part of the heritage precinct in the City of South Perth and will continue to promote this.

## PRESERVE OUR BUILDING

- Opened in 1899 as a Mechanics Institute Hall and was bought by the City of South Perth in 1913 and renamed The Mends Street Hall.
- The building first became a home of theatre in 1948 and the Old Mill Theatre was incorporated in 1959.
- We will continue to value, protect, preserve and promote the historic building.

## DELIVER COMMUNITY CONTRIBUTION

### PRODUCTIONS AND PERFORMANCES

- Run a series of at least 9 varied theatrical productions and a range of one or two-night performances throughout the year.
- Support and deliver live theatre and events as a part of the Culture and Arts vision of the City of South Perth.
- Prepare a community impact statement published annually of performance and delivery highlighting our community.

## BE AN EFFECTIVE ORGANISATION

- An effective Board.
- A solid volunteer base in both Front of House and the Bar area functions.
- Fully trained and accredited staff where required.
- A fully trained group of volunteers in the technical aspects of theatre (eg lighting and sound).
- A growing member base.

## ENSURE EFFECTIVE OPERATIONS & ASSETS

### THROUGH GOVERNANCE & COMPLIANCE

- Legal requirements met.
- Financially viable and compliant.
- Duty of Care (including Health and Safety requirements) for our volunteers and visitors.
- Sustainable practices adopted.
- Develop a Risk Register.

# Vision & Values



## OUR VISION

To provide a wide variety and quality Community Theatre and Arts experience, for all ages, in the City of South Perth.

## OUR PURPOSE

- To establish the OMT as a reliable, affordable and accessible venue and theatrical experience for actors, directors, technicians, volunteers and visitors.

## OUR VALUES

- To foster creativity in the performing and applied arts.
- To be a positive contributor to the South Perth community and economy through, performance, attendances and visitations.

## OUR CULTURE

- To develop, promote and offer a diverse range of events and performances which are accessible to the wider community.
- To build a solid base of volunteers in all aspects of the venue's capability through actors, stage management, front of house, technical support crew, hospitality and administration.

# Future Challenges

## FINANCIAL & SOCIAL PRESSURES



Ensure Compliance with required legislation for all activities undertaken on the premises.

Build a profile and interest for live theatre and the arts in the Community.

Implement a three year maintenance and upgrade schedule for the building and equipment to ensure we are providing a modern comfortable and safe space for all who are involved.

## COMMUNITY CONNECTION



Continue to build the database of people to encourage interest and attendances for shows and events.

Promote the OMT and the social impact benefits to the community.

Build new relationships with close businesses in the Mill Point location.

Cultivate and build the OMT as a part of local community festivals (such as Evolve and Fringe) where possible.

## CULTURAL HERITAGE



Promote the unique building and precinct of the OMT.

Continue to work with the Heritage Group on events which highlight the rich history and heritage of our precinct and community.

Further understand, build and promote the historical and current contribution to the arts of the South Perth community.

## CHANGING AUDIENCE EXPECTATIONS



To keep aware of the diverse interests of the community and ensure we are offering events and performances of interest.

Identify and attract new and emerging productions.

Building audience rates to at least 75% capacity for each performance.

Ensure the volunteer base is providing a friendly, professional and welcoming environment for all our visitors.

## CULTURAL CONTINUITY



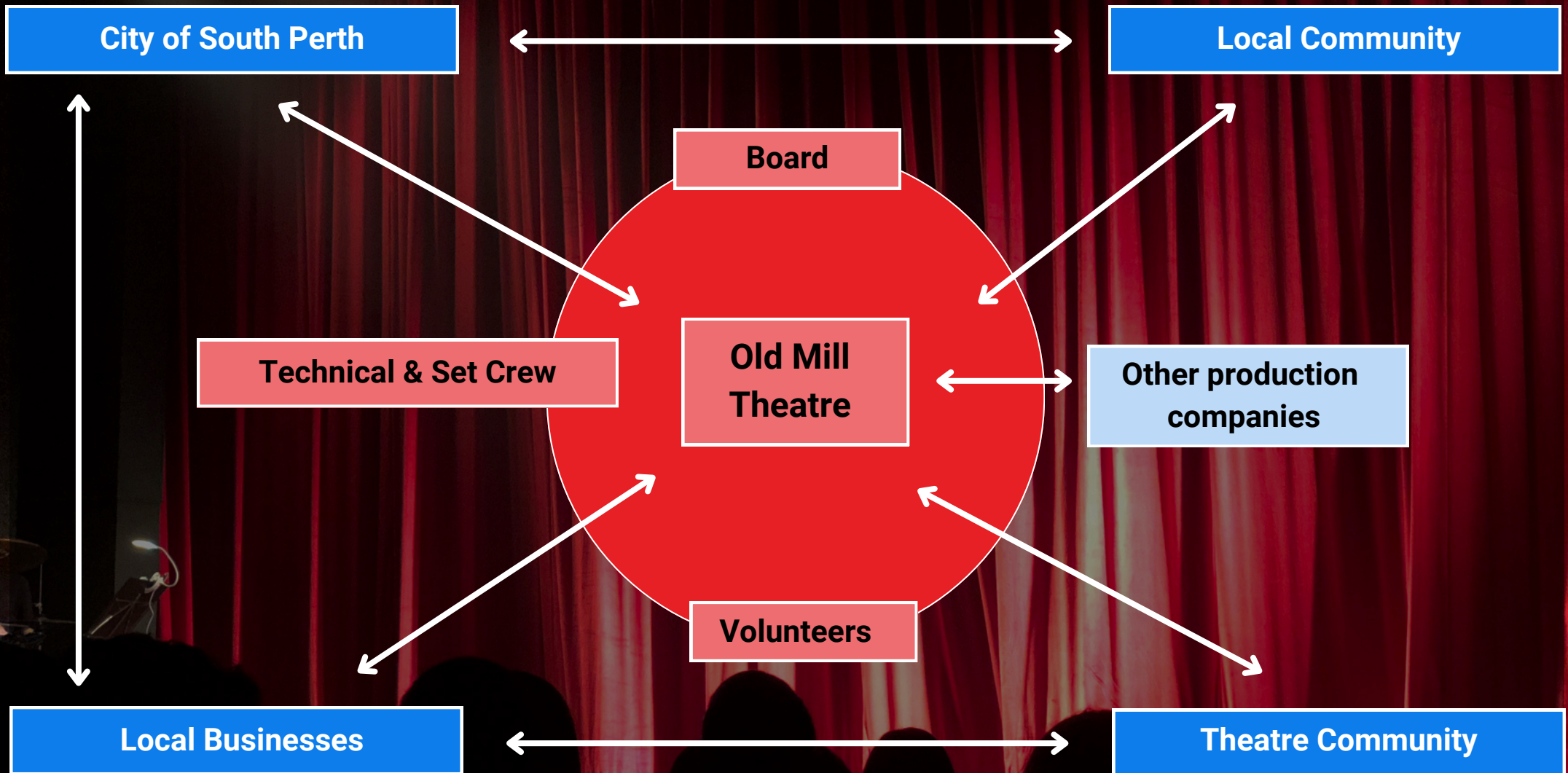
Continue to provide a full calendar of OMT productions per year.

Work with other production companies to bring a diverse range of shows to the OMT - eg Italian Theatre company (in language).

Develop opportunities for one or two-night shows to provide additional and diverse range of events and performances to the community.

Provide a space for other art and community projects such as art classes and community opportunities.

# Strategic Relationships



# Strategic Priorities

2025-2028

## 1 BUILDING

- Capital works program (5 year plan).
- Minor works program (Annual - including a maintenance schedule).

## 3 COMMUNITY CONNECTION

- With the increase in residents in the immediate area, we must ensure that the performances at the OMT are easy to find through the website and booking processes.
- Continue to attract and build our volunteer base, and seek the inclusion of local residents.
- Become an active participant in the collaboration and promotion of the local services and businesses through cross promotion and shared information.
- Wide range of productions to suit the growing diverse community base and interests.

## 2 CULTURE & HERITAGE

- Investigate our role and opportunities to promote this unique building and location.

## 4 ORGANISATIONAL EFFECTIVENESS

- Ensure the OMT Board are preserving, building and promoting the unique offering of the OMT.
- Develop and implement a Risk Assessment Plan.
- Continue to build and strengthen our relationships with the City of South Perth, the heritage precinct, local businesses and the community to ensure we are engaged and committed to building our role in the local economy and profile.
- Develop, build and undertake a satisfaction measure for our business and service delivery.



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We thank the City of South Perth for its continued support of the Old Mill Theatre

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