



## CREATIVE PLACE: A DYNAMIC CULTURAL SECTOR

The arts enrich our lives. They enable us to define our values, to find meaning, to preserve our heritage, to express our individuality and to explore our creativity.

A vibrant and thriving arts sector makes Victoria an attractive place in which to work and live, and enhances Victoria's cultural and economic life.

In a thoughtful society where caring communities are a priority, engagement with the arts is a pathway to connection, reflection and innovation. The arts help us understand who we are and what we want to be. Our ability to understand ourselves and make the best of ourselves is enhanced by an arts sector that is diverse, creative and free to push the boundaries of artistic expression.

The variety and quality of cultural expression is a barometer of the mood and meanings in a society.

Exciting programs of exhibition and performance are planned for our leading cultural agencies. The Victorian Arts Centre and Geelong Performing Arts Centre showcase diverse, high quality local product, provide access to the best on the international touring circuit, and launch our own artists and performers into global cultural marketplaces.

A vibrant cultural sector builds Victoria as a desirable, rich environment with a place on the global stage.

In achieving this goal, we will:

- » develop an understanding of our place in the world through artistic expression and reflection on our culture
- » advance excellence in the arts in Victoria
- » value diversity in arts practice
- » contribute to Victoria's international profile as a centre of innovation.

### Measures of progress:

- » Victorian arts companies and cultural institutions will create more new works.
- » Victorian artists and arts companies will project an image of innovation in the global marketplace.
- » Victorian artists will receive national and international recognition for excellence and innovation.





## Creative space Victorian Arts Centre

The performing arts can enrich the lives of all Victorians. The Victorian Arts Centre aims to contribute to the cultural, educational, social and economic life of the people of Victoria by enabling everyone to enjoy and value the performing arts.

The Arts Centre has a leadership role in the creation, presentation and promotion of the performing arts. The Centre's programs aim to stimulate curiosity and creativity, enable understanding, broaden awareness and increase accessibility, enjoyment and appreciation of the performing arts. The Centre provides an engaging range of performing arts experiences for all ages, tastes and interests through indoor and outdoor performances, exhibitions, seminars, functions, forums and events.

The imperatives of the Arts Centre are:

- » Best choices... presenting an outstanding, creative program mix, and delivering value with presenters
- » Best reputation... attracting audiences from all walks of life and generating broad, loyal support from the community
- » Best place... presenting the site and facilities in exemplary condition, and providing a focal point for the arts precinct
- » Best practice... establishing a reputation as an exemplary employer, a high performing organisation with an assured, sustainable future.

In the years ahead the priorities of the Arts Centre are to:

- » expand marketing in collaboration with presenters, precinct partners, the City of Melbourne and Tourism Victoria
- » continue growth in attendances with broader reach and relevance throughout the community
- » maintain and develop the facility for the benefit of Victorians both now and in future generations
- » further strengthen the Centre's financial sustainability and overall performance
- » launch new and major programming collaborations, through taking a lead role in creative development projects, new programming for children and schools, and introducing innovative community outreach activities for industry and audience development.



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