

# Canberra Dance Theatre

## Strategic Plan 2024-2028



### Overview

This document sets out Canberra Dance Theatre's objectives and strategic priorities for the next four years. The Action Plan set out below will guide Canberra Dance Theatre (CDT) activities and ensure that CDT continues to make a valuable contribution to community dance in the ACT and surrounding region. The Strategic Plan 2024-2028 will be reviewed annually by the CDT Board and updated as needed.

### Our Vision

Community dance is an integral part of a sustainable arts and dance culture in the ACT and region.

### Our Mission

CDT is a leading community dance organisation delivering high quality, diverse and inclusive dance activities in the ACT and region.

### Our Strategic Priorities

1. Teaching Dance – deliver excellence in teaching dance.
2. Performing Dance – initiate and facilitate a wide range of performance opportunities.
3. Collaboration – engage and work in partnership with creative artists across various art forms.
4. Inclusion, Accessibility and Diversity – provide inclusive, accessible and diverse opportunities for the ACT community.
5. Promoting Community Dance – promote community participation in dance across the ACT and region.

## Action Plan

In working towards the Strategic Priorities outlined above, CDT will undertake the following activities designed to align with our Vision, Mission and the Objectives outlined in CDT's Constitution 2023.

Initiation Period	2024 to mid-2025	2024-2026	2024-2028
<i>Objective (a) Be a vibrant, diverse and sustainable component of the dance culture of the ACT and region</i>			
<b>Actions</b>	<ul style="list-style-type: none"> <li>i. Review grant opportunities relevant to CDT and make submissions where appropriate to support CDT activities.</li> <li>ii. Increase participation by:               <ul style="list-style-type: none"> <li>- offering a greater variety of dance classes</li> <li>- attracting a greater diversity of participants.</li> </ul> </li> <li>iii. Become a registered charity endorsed as a deductible gift recipient (DGR).</li> </ul>	<ul style="list-style-type: none"> <li>iv. Enhance dance opportunities for CDT members and beyond by:               <ul style="list-style-type: none"> <li>- offering specific courses for beginners</li> <li>- offering CDT classes at other venues to increase accessibility.</li> <li>- offering workshops with highly regarded artists.</li> </ul> </li> <li>v. Begin planning for a large-scale event, or series of events, to celebrate CDT's 50th Anniversary in 2028.</li> </ul>	<ul style="list-style-type: none"> <li>vi. Continue to hire out the dance studio to boost CDT revenues, while maintaining minimal impact on the delivery of CDT dance classes.</li> <li>vii. Maintain sustainable operating budgets that also enable the implementation of the strategic plan.</li> </ul>
<i>Objective (b) Deliver high quality classes, performances, workshops and professional development opportunities for professional and recreational dancers and associated artists</i>			
<b>Actions</b>			<ul style="list-style-type: none"> <li>viii. Continue to initiate and deliver:               <ul style="list-style-type: none"> <li>- high quality dance classes, with a focus on attracting and supporting high quality dance teachers</li> <li>- choreographic commissions</li> <li>- performance opportunities for members, including CDT's biannual Studio House Party</li> <li>- other projects that will contribute to the promotion of community participation in dance and CDT's dance program</li> <li>- a large-scale event, or series of events, to celebrate CDT's 50th Anniversary in 2028.</li> </ul> </li> </ul>
<i>Objective (c) Provide opportunities for, and work in partnership with, local dance and/or associated artists and community members</i>			
<b>Actions</b>		<ul style="list-style-type: none"> <li>ix. Collaborate with a broad range of artists, teachers and other professionals to expand programs delivered by CDT and further develop projects with a strong social mandate.</li> </ul>	<ul style="list-style-type: none"> <li>x. Continue to offer unique and creative workshops for dance and associated artists to develop artistic practice and performance material, including through CDT's Artist in Residence Program.</li> <li>xi. Establish collaborative relationships:               <ul style="list-style-type: none"> <li>- with other dance organisations and artists</li> <li>- across art forms such as with musicians, poets, visual artists</li> <li>- that are intergenerational</li> <li>- that support social wellbeing.</li> </ul> </li> </ul>

<i>Objective (d) Foster an environment where members can discover, explore, learn, experiment and share a variety of dance styles and techniques</i>			
<b>Actions</b>		xii. Harness and develop various programs, subsidies, grants or concessions to help students and artists overcome financial barriers to participating in dance.	
<i>Objective (e) Promote dance through the delivery of the CDT objectives</i>			
<b>Actions</b>	xiii. Develop and implement a new marketing strategy with reference to previous work done by the CDT Board. This will include a focus on CDT's social media presence and developing marketing materials, including photography of CDT classes and performances.	xiv. Develop dance works that can be performed at different events and locations.	

## Our Community

CDT is a not-for-profit member organisation that relies on a broad range of groups to deliver its objectives (Figure 1). Core to the organisation is the membership. Members attend classes and participate in the performing groups of CDTribe, GOLD and REVEL. A volunteer Board runs CDT, making governance decisions and supporting the Artistic Director and administration staff. CDT engages dance artists to work with members and offer the ACT community diverse and vibrant dance experiences. CDT also interacts and engages with various external stakeholders, including those that hire the studio and collaborate with CDT on projects.

CDT is committed to fostering and building relationships with these key groups and stakeholders in the delivery of this Strategic Plan 2024-2028.

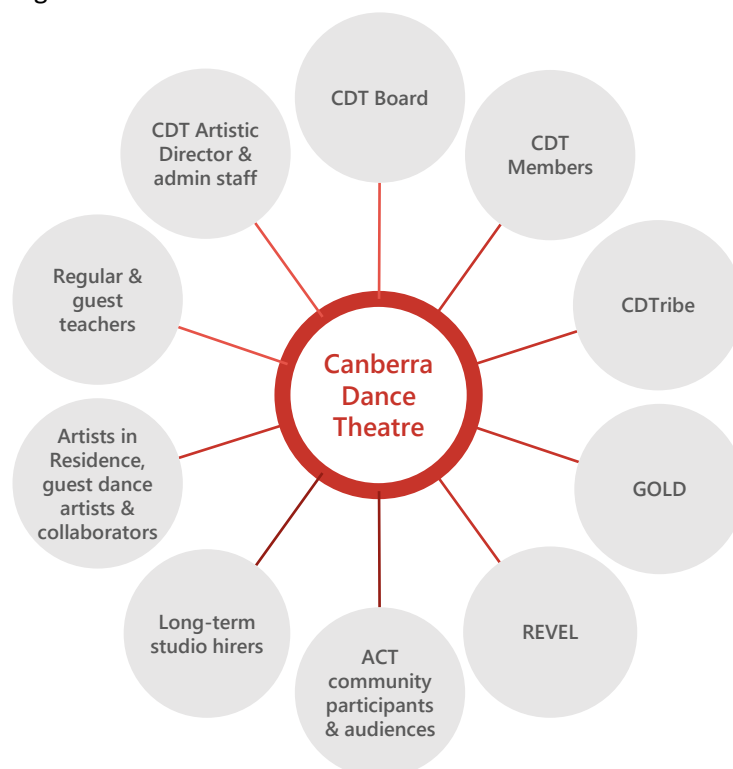


Figure 1: Entities and stakeholders that are key to CDT delivering on its organisational objectives.