



**VICTORIA ON STAGE
MUSICAL THEATRE SOCIETY**

**STRATEGIC PLAN
2021-2024**

MISSION

Entertain - Inspire - Cultivate. To bring together theatrical enthusiasts and experienced and emerging artists in an inspiring, safe, and inclusive environment to engage in the creative development of quality musical theatre.

VISION

VOS will continue to be innovative and sustainable, while becoming a more open, diverse, and inclusive arts community.

CORE VALUES

The vision, mission and objectives of VOS will be guided by the following six core values:

- ❖ PROFESSIONALISM in musical theatre production and administration.
- ❖ COMMITMENT to our patrons, and to the fulfillment of our objectives.
- ❖ EQUITY by ensuring that our theatre and its programs are accessible and provide equal opportunity to everyone in our community. We believe that the arts can transform lives, and we strive for inclusion, diversity, acceptance and fairness in all that we do.
- ❖ RESPECT and the openness to embrace the ideas and beliefs of others with humility, equality, and compassion.
- ❖ INNOVATION in supporting the ability to imagine what is possible. Think broadly, foster creativity, and collaborate with those that share common goals and values.
- ❖ INTEGRITY that every action, conversation, decision, and learning opportunity is met with respectful honesty, and the desire to do what's right.

STRATEGIC OBJECTIVES

- ❖ FINANCIAL STEWARDSHIP – VOS will define and implement a financially sustainable business model.
- ❖ COMMUNITY IMPACT – VOS will increase audience awareness, and patronage through an evolving public relations, marketing and branding strategy.
- ❖ MENTORSHIP – VOS will broaden and increase support for professional development and training opportunities for performers, and those interested in all aspects of theatre productions.
- ❖ ARTISTIC EXCELLENCE – VOS will evaluate and establish a production plan that fulfills our mission and supports our vision.
- ❖ COMMUNITY OUTREACH: VOS will engage the community in open dialogue concerning local, national, and global issues while expanding opportunities for active involvement. We are rooted in a diverse community and must reflect and celebrate this diversity in all that we do.

OVERVIEW

VOS is a non-profit, volunteer-driven organization established in 1945 with the purpose of bringing top-quality live musical theatre to Victoria and giving aspiring singers and performers the opportunity to develop and display their talents. Over the past 76 years, VOS has produced Broadway Musicals, Light Operas, and Gilbert and Sullivan productions, using and promoting local talent on and off the stage.

The Society strives for high quality, professional productions, while endeavouring to maintain affordable family prices. VOS provides and encourages the training of young artists in all facets of musical theatre production, through the provision of theatrical workshops and practical hands-on experience with our annual productions and other events.

THE FRAMEWORK

The vision, core values and objectives of the society remain as the foundation for all policy development. Three focus areas were identified in the previous plan, and given their broad scope they remain extant as priorities for the next three Fiscal Years with some clarity added. These areas are based on the information gathered from the Board of Directors, and their own research, community partners in the Arts, and through consultations with our audiences and society members. The focus areas and strategic directions are interconnected with the Society's goals, and will inform the development of any new policy, initiative, or program.

2021–2024 FOCUS AREAS

Community Impact and Financial Viability

VOS will continue to work towards increasing revenue sources including sponsorships, donations, season ticket holders and possible use of second stage productions in order to ensure the sustainability of the society.

Communication and Community Outreach

VOS will focus on ensuring our actions, and policies align to our core values. We acknowledge there is work to be done, and we will continue to actively engage in these learning opportunities.

Education and Training

VOS will encourage and support opportunities for professional development and training, through increased use of Workshops, youth and adult programming, and a formalized mentorship program.