



VICTORIA ON STAGE MUSICAL THEATRE SOCIETY

STRATEGIC PLAN
2024-2027

OVERVIEW

Victoria On Stage Musical Theatre Society (VOS) is a non-profit, volunteer-driven organization established in 1945 with the purpose of bringing top-quality live musical theatre to Victoria, by developing and displaying the talents of local performers.

THE FRAMEWORK

In our pursuit of excellence and sustainability, VOS has outlined strategic objectives that reflect our dedication to culture, our people, youth engagement, identity, product development, and communication. Central to our strategy is the cultivation of open communication channels, ensuring every voice within our community is heard, valued, and respected. Through these efforts, VOS is not just performing arts; we're building a vibrant, inclusive community where imagination and integrity play leading roles.

MISSION

VOS brings people together through the art of musical theatre.

VISION

VOS will be a relevant and sustainable leader in the theatre arts community.

CORE VALUES

COMMUNITY IMPACT. We believe the arts can transform lives, and we strive for inclusion, diversity, acceptance and fairness in all we do.

IMAGINATION. Imagine what is possible. Think broadly and creatively and collaborate with those that share common goals and values.

INTEGRITY. Every action, conversation, decision is a learning opportunity, met with respectful honesty and the desire to do what is right.

FUN. We value play, joy, laughter, and creative exploration.

CONNECTION. We work with others in a creative and imaginative space.

STRATEGIC OBJECTIVES 2024-2027

Culture: VOS will implement flexible strategies to welcome and value the diversity of new and long-standing members.

Our People: VOS will develop a volunteer management program to ensure our members are supported, mentored, and acknowledged, from recruitment to departure.

Youth Engagement: VOS will listen to and understand the voices of our young emerging artists and give them a chance to influence VOS.

Identity: VOS will refresh our brand, communicate it, and act in accordance with our core values.

Products: VOS is dedicated to creating and presenting engaging and pertinent live theatre performances and educational classes. Simultaneously, we aim to enhance revenue through strategic utilization of our primary assets—our venue, costumes, and props available for rental—thereby fostering sustainable practices within our operations.

Communication: VOS will foster open communication channels where every voice is heard, valued and respected.

CONCLUSION

This document lays the foundation for our collective efforts over the coming months. Through collaboration, accountability, and proactive planning, we will advance towards our goal of a more vibrant, inclusive, and sustainable community at VOS.