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**LEVIN PERFORMING
ARTS SOCIETY**

MUSICAL THEATRE ON QUEEN

Bringing the excitement,
creativity and joy of musical
theatre to the Horowhenua

Levin Performing Arts Society (Inc)

Strategic Plan 2022 - 2024

What is this Strategic Plan About?

Our Strategic Plan is meant to be a simple roadmap that can be referred to as we continually move the Society forward. No fluff or jargon, just a clear direction to keep us all on the same track.

This Strategic Plan provides a framework and timeframe to perform key functions by:

- Signalling to all stakeholders our future plans;
- Identifying areas that need attention to ensure our continuing success;
- Guiding the committee and their operational planning needs;
- Setting goals and targets against which the Society can report to its members

Our Vision – Through the continuing commitment to excellence, the Society will be a major player in providing leadership within the Horowhenua of quality and affordable live theatre entertainment.

Our Mission – To proactively assist in the continuing development of the artistic wellbeing of the community, by bringing the excitement, creativity, and joy of musical theatre to the Horowhenua.

Values –

- Commitment – supporting our community with dedication and pride; valuing diversity
- Teamwork – providing a voice in conjunction with others, on theatrical matters
- Integrity – safety, trust and respect
- Belonging – an inclusive philosophy sharing a common passion

Other Documents – detailed information in respect of the Society can be found in the document A History of the Society which can be accessed via our website at [levinperforming arts.com](http://levinperformingarts.com).

EFFECTS SUCH AS COVID-19 MAY IMPACT ON SOME PERFORMANCE OUTCOMES, AND IF SO REASONS WILL BE STATED.

The Society will also comply fully with the Government rules and guidelines as they apply to COVID-19.

Levin Performing Arts Society – Current State 2021

Finance and Governance –

- Financial sustainability - reliant on each production being a success
- Competing for limited funding
- Competition for the entertainment dollar
- Building and other compliance needs – earthquake prone building

Communication –

- Website needs to be more user friendly
- Social media engagement
- Proactive engagement with other local theatrical providers

Participation –

- Community engagement at all levels by creating opportunities for our community to engage with and participate in our community theatre activities.
- Attendance at MFNZ conferences
- Diminishing volunteer base of people willing to give up their time to manage the Society day to day needs.
- Recognition awards
- Large consortiums tie up popular productions

Training & Education –

- Compliance with legislative needs including Health and Safety
- Ongoing technical training required in lighting design, rigging, and operation

Levin Performing Arts Society – Future State 2024

Finance and Governance –

- Financial sustainability – Funding up-to 50% of the annual financial depreciation figure each year into an equipment replacement account.
- Health and Safety and other legal compliance needs achieved and continually reviewed to ensure compliance with legislation.
- Addressing the earthquake strengthening needs of the Centre and/or the development needs of a new venue.

Communication –

- Website user friendly aligned to industry standards and easy to navigate
- High levels of social media engagement
- Society rebranding to signify clearly the activities of the Society.
- Working with sister theatre groups on matters that are of common benefit.

Participation –

- Audience numbers grow by 5% annually
- Create opportunities for local schools/others to use the Centre for artistic purposes
- Attendance at the annual MTNZ conference on a biannual basis
- Attendance at MTNZ Zone 3 meetings
- Continue recognition of performers through an awards activity.
- Undertake one production at least every 2 years that provides participation opportunities for youth

Training and Education –

- Fire Evacuation training (awareness) undertaken annually by committee
- 6 monthly trial evacuation drills conducted
- Training courses held in respect of lighting design, rigging, and operation.

Levin Performing Arts Society – Key Initiatives

2022 - 2024

Finance and Governance

The What	2022	2023	2024	Comment
Funding of Annual Depreciation	20% funded Depreciation in 2021 was \$8839 (20% is \$1767), Achieved.	30% funded	50% funded	Funded into building replacement account.
Health & Safety Compliance	Health & Safety Policy signed off by Committee Not Achieved. To be done in 2023	Hazard Register completed	Working in Theatre Code of Practice adopted	Use MTNZ Resource documents. H&S compliance is seen as the number one priority for all involved with the Society.
Review constitution for legal compliance	Review current legislation and other MTNZ member constitutions New Incorporated Societies Act requires new constitution by October 2023.	Review and update current LPAS constitution for review by committee	Present new constitution for adoption at Annual General Meeting	Nil
Earthquake-Prone Building Legislation	Confirm to Council Society position on advice received Done in August 2022.	Comply with legislative requirements (status dependant on building advice)	By self or in conjunction with others, develop plans for a new performance venue	Ongoing venue development
COVID-19	Comply with legislation. Compliance maintained.	Comply with legislation	Comply with legislation	Comply with legislation
Review Policies	Review Host Responsibility Policy Reviewed March 2022.	Review Child Protection Policy	As identified	To ensure ongoing compliance

Communications

The What	2022	2023	2024	Comment
Review and Upgrade Website	Review and Upgrade completed Upgraded April 2022.	Monitor visitor numbers using website	Review website	Website aligned with industry standards and user friendly
Social Engagement.	Monitor Facebook usage, set up cast communications methods, e.g., WhatsApp Cast Chat Groups established.	WhatsApp for shows established. Link Facebook to Instagram.	Social Media engagement avenues established remain easy to use.	Review targets, reassess as necessary
Society Rebranding to clearly show who and what LPAS is about	Rebrand LPAS with bi-line "Musical Theatre on Queen" Rebrand completed.	All society signage reflects rebranding	Nil	Professional Graphic Designer engaged on project
Sister Theatre Engagement	Assess what we envisage may be of common benefit to all Not Achieved. To be done in 2023.	Approach other theatre groups to assess interest in levels of engagement	Engage with others on projects mutually beneficial	There is benefit in some things, e.g., buying power, lobbying, and assistance with compliance matters.
Promotion to the Community	Set up a Partners Page on website where sponsors can be acknowledged. Page established.	Hold an open showcase event – informal and relaxed – share our story and benefits of community support of us	Host an open day on aspects of theatre	Improve profile of both our sponsors (so others want to become involved), and ourselves.

Participation

The What	2022	2023	2024	Comment
Audience numbers +5%. annually	Numbers +5% proportionally on number of shows from previous year Baseline established.	Numbers +5% proportionally on number of shows from previous year	Numbers +5% proportionally on number of shows from previous year	This is a proportionate assessment based on number of productions each year.
Use of Centre by schools or other artistic type providers each year	One other provider uses Used by Kate Martin School of Dance and Koputaroa School.	One other provider uses	1 other provider uses	This measure is dependent upon our own productions or things such as COVID-19
Attend MTNZ annual Conference and Zone 3 activities	Zone 3 activities attended. Done online.	Zone 3 activity and National Conference attended	Zone 3 activity attended	Zone 3 is MTNZ groups from Napier to New Plymouth and Wellington
Recognition of Performers - Awards	Assess 2021 performances and decide Awards concept going forward Assessments completed. Future Concept left for new committee.	Assess 2022 performances	Assess 2023 performances. Hold bi-annual theatre awards evening	Independent Adjudicators appointed to assess production cast performances.
Supporting Youth Productions	Youth production held Held – Frozen Jr.	Youth production held if possible	Youth production held.	Young performers are the future of community theatre

Training and Education

The What	2022	2023	2024	Comment
Health and Safety and Fire Evacuation Responsibilities	Awareness discussion undertaken by committee Completed during August committee meeting.	Awareness discussion undertaken by committee	Awareness discussion undertaken by committee	To ensure Committee understand their responsibilities
6 monthly trial evacuations conducted.	2 conducted Conducted in April and November 2022.	2 conducted	2 conducted	Compliance with Evacuation of Buildings Legislation, and committee practice what needs to be done
Training in aspects of lighting	Establish training needs, identify participants, identify trainers Not Achieved – to be done in 2023	Basic Introduction seminar – understanding lights, design, rigging, programming lighting board	Refresher and/or Introduction seminar – understanding lights, design, rigging, programming lighting board	Training available to interested individuals