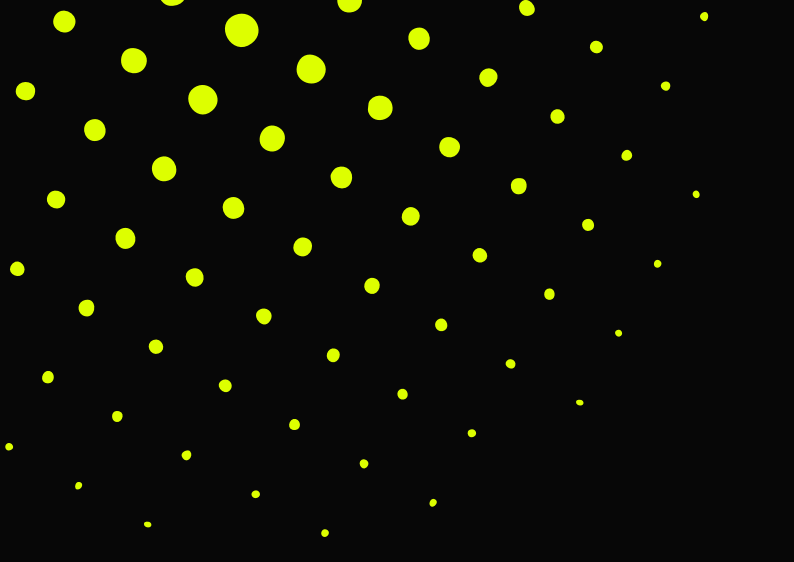


THIS IS
artrage

**STRATEGIC
PLAN**

**2025
2028**



all for art. art for all.

ARTRAGE

ACKNOWLEDGEMENT OF COUNTRY

ARTRAGE acknowledges the Whadjuk people of the Noongar Nation as the custodians of the land we work on, recognizing their connection to land, waters and community. We honour the story-telling and art-making at the heart of First Nations' cultures and the enrichment it gives to the lives of all Australians.

ARTRAGE acknowledges and allows for evolving terminology. Please note the following used throughout this document:

*The term CALD (Culturally and Linguistically Diverse) was introduced by Australian Governments in the 1990s for statistical analysis and policy definition. There is no single definition.

**People with disability are diverse and are not defined by their impairment, condition or particular access requirements. ARTRAGE respects that some people choose to identify with a specific community such as Deaf/deaf or Autistic, while others may prefer not to refer to themselves as disabled or as having disability at all.

*** LGBTIQ+

ARTRAGE recognises that language is constantly evolving. In this context this acronym is used to refer to people who are, or identify as, lesbian, gay, bisexual, pansexual, trans, gender diverse, have an Intersex variation, queer and asexual.

PURPOSE

to bring artists and audiences together to share in extraordinary experiences

VISION

the arts are embraced as an integral cultural driver

MISSION

to create spaces where creativity thrives and where artists and audiences connect

OUR VALUES

enduring

we are committed to creating lasting cultural impact that resonates with our community over time

collaborative

we are warm, inclusive, and welcoming, inviting everyone to be part of the ARTRAGE experience

global citizens

we celebrate our connection to artists and audiences around the world, and our contribution to the planet

original

we are daring and imaginative, reflecting the innovative spirit of our events

inquisitive

we ask questions, we listen and we're unafraid to explore new ideas.



**born in 1983,
we've been
making art
happen in wa
for ages.**

Executive Summary

ARTRAGE is a cultural organisation embedded in Perth and Western Australia. It has a proud history dating back to 1983 but importantly has continued to grow, question, develop, change and adapt. An organisation that sits still and relies too heavily on its past is soon outdistanced by the future. As we look to 2025 and beyond, the ARTRAGE Board, Executive and team has taken stock of significant social, cultural and financial challenges and evolved to ensure sustainability and best practice for the organisation whilst maintaining support for the artists, the makers and the creators, alongside our audiences and community.

To contribute to this evolution, ARTRAGE has engaged with KPMG and our key funding bodies in a forward-thinking review. While the outcomes of this review are pending, they will play a crucial role in shaping the organisation's growth and this Plan.

A new leadership team has been developing in the organisation with a wonderful mix of corporate knowledge and fresh eyes and an ability to confidently represent the various facets of the business. A refreshed Board with Noel Whitehead as Chair and an outstanding mix of skills continues to champion and lead.

ARTRAGE remains committed to fostering a vibrant, diverse, and inclusive arts landscape. Through pioneering artistic experiences, the organisation aims to inspire audiences, support emerging artists, and contribute to the cultural fabric of the community

Our priorities are clear.

1. Artistic Excellence and Innovation

- Expand and diversify programming to showcase emerging and established artists.
- Invest in digital and immersive art experiences to enhance audience engagement.

2. Audience Growth and Engagement

- Strengthen outreach and accessibility initiatives to engage broader and more diverse audiences.
- Enhance marketing and digital strategies to improve audience participation.

3. Sustainability and Financial Resilience

- Diversify revenue streams through increased sponsorship, philanthropy, and government support.
- Improve operational efficiencies and explore innovative funding models.

4. Community and Stakeholder Collaboration

- Strengthen partnerships with artists, cultural institutions, and local communities.
- Foster inclusive programs that reflect and serve the diverse community.

5. Organisational Growth and Governance

- Enhance internal capabilities and professional development for staff.
- Ensure strong governance structures to support long-term success.

ARTRAGE will track progress through key performance indicators in audience engagement, financial health, artist support, and community impact. Regular reviews will ensure alignment with strategic objectives. By embracing innovation, sustainability, and inclusivity, ARTRAGE's 2025-2028 Strategic Plan sets the foundation for a thriving and dynamic arts future.

Jo Thomas CEO & Creative Director, 2025

artrage manifesto

at artrage, we believe art has the power to transcend boundaries, ignite imaginations, and transform societies. we are passionate about bringing people together through the shared experience of creativity.

our mission is to create spaces where creativity thrives and where artists and audiences come together to share in extraordinary experiences. we are driven by a commitment to inclusivity, pushing the limits of what is possible in the cultural landscape.

our events are more than just entertainment - they are platforms for expression, connection, cohesion and change. we inspire our audiences to see the world differently.

whether it's through the electrifying energy of fringe world, the magic of rooftop, the urban creativity of re//perth, or the buzz of new projects still being born, artrage is here to make the arts accessible, exciting, and essential. we are the pulse of artistic innovation and community connection in western australia and have been for over 40 years.





Photo by Ven Tithing.

artist manifesto

at artrage, we believe in the transformative power of your creativity. we are dedicated to providing platforms where your art can thrive, and where your concepts, courage, and creativity can shine. bringing you together with audiences is at the heart of everything we do.

our mission is to create spaces that encourage bold expression, foster collaboration, and push the boundaries of what is possible artistically. we are here to support your vision and connect you with engaged audiences. you inspire us to question what is and redefine what art can achieve. join us, and together, let's create extraordinary experiences that leave a lasting impact.

audience manifesto

at artrage, we invite you to be part of something extraordinary. we believe that art has the power to connect us all, transcending the everyday to create moments of wonder and reflection.

our events are more than just entertainment; they are shared experiences that bring us together, challenge our perspectives, and ignite our imaginations. bringing you together with artists is at the heart of everything we do. we are here to make art accessible, exciting, and a vital part of your life. together let's explore the possibilities and celebrate creativity and community.





Photo by Ven Tithing.

OUR BUILDING BLOCKS

These areas of focus align our strategies and priorities with our purpose and mission.

build our team

We will improve our organisational capacity, with a focus on retention, attraction and succession planning. We will improve systems, processes & organisational culture and ensure effective development and growth opportunities for all.

build our board

We will improve our onboarding, engage in Board succession planning and review our policies and governance approaches.

build our home

We will focus on social impact and making Perth and Western Australia better, and on growing our relationships with venues, presenters and partners to activate new opportunities. We will continue to seek permanent infrastructure and consider the environmental impact of our work.

build the art

We will create and deliver sustainable, authentic experiences with clear programming priorities for all initiatives.

build our business

We will diversify our earned income, continue to work with State and Federal Government funding sources, improve our philanthropy and partnerships approach and build our cash reserves. We will strive for business excellence.



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