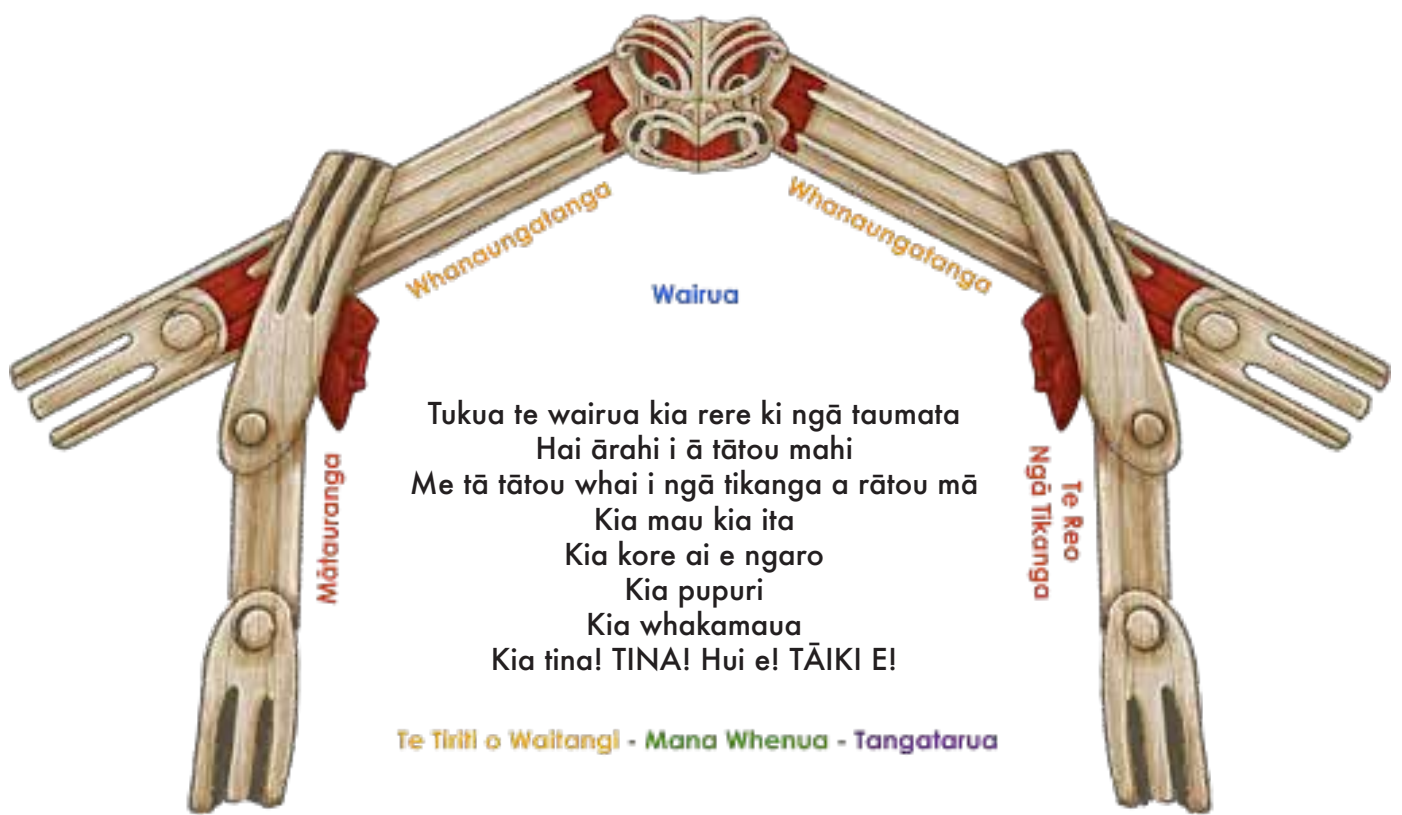


# Theatre New Zealand

## Te Pūtoi Whakaari o Aotearoa

### STRATEGIC PLAN 2025-2035



*Allow one's spirit to exercise its potential,  
to guide us in our work as well as in our  
pursuit of our ancestral traditions take hold  
and preserve it, ensure it is never lost  
hold fast, secure it, draw together!  
Affirm!*

*“My success is not mine alone, but of many.”*  
**Ehara taku toa i te toa takitahi, he toa takitini.**

A fitting whakataukī that aligns with Theatre New Zealand’s kaupapa and relates to the strength of a community bound by its history and collective effort. These words further emphasise Theatre New Zealand’s commitment to unity and collaboration essential in the theatre arts community.

Our Tohu, the koru design, often associated with the iconic New Zealand silver fern, symbolises the unfurling fern frond and represents new beginnings, growth, and renewal for Te Pūtoi Whakaari o Aotearoa.

As the koru unfolds with grace and strength, Theatre New Zealand aspires to cultivate an inclusive, dynamic artistic community, celebrating the continuous cycle of creation and cultural expression inherent in the koru’s form. The extended line or stem of the koru embodies how historical community theatre work, forms the foundations for contemporary Kaupapa.

As the koru unfurls, it draws strength from this base, much like a new theatrical initiative built upon the rich legacy of past community endeavours. This line ending in the koru is the landscape connecting to the past, enriching present and future creative pursuits, ensuring that the evolution of community theatre remains grounded in a strong tradition while continuously fostering innovation and inclusivity.

## **Our Past - Tāhuhu Korerō**

- The New Zealand Theatre Federation (NZTF) was founded in 1970.
- After amalgamation, NZTF became the successor to both the British Drama League (founded in 1932) and the NZ Drama Council (founded in 1945) as the one national body to provide advice, services, support, and training at all levels.
- It adopted Theatre New Zealand as its Brand Name constitutionally in 2018.
- Theatre New Zealand (TNZ) advocates for and represents community theatre groups and educational organisations throughout Aotearoa, New Zealand.
- Theatre New Zealand hosted an International Youth Theatre Festival in Christchurch as part of our national 1990 Sesquicentennial Celebrations.
- 2020 celebrated the 50th Anniversary of Theatre New Zealand and the 80th Anniversary of the One-Act Play Festival system, now known as TheatreFest.



## Our Objectives - Ngā Whāinga

- Promote and advocate for Community Theatre in Aotearoa, New Zealand.
- Encourage high standards in all aspects of theatre performance: production, staging, design and writing.
- Through Tautoko, it acts as a national consultative and advisory body on all aspects of Recreational Theatre.
- Receive, collate and distribute information on any aspect of theatre.
- Conduct or arrange courses, workshops, and festivals of theatre.
- Incentivise new writing and staging of Aotearoa New Zealand stories.
- Support and develop whanaungatanga kinship in theatre throughout the motu.
- Ensure the spirit of Manaakitanga is honoured at the National Executive level through all membership committees and each member group joining Theatre NZ Inc.

## Our Stories - Tuhinga Whakaari

- Theatre New Zealand works in association with Playmarket Wellington to develop and promote New Zealand plays and playwrights.
- TNZ has preserved many historical New Zealand scripts in the May Ives Library, currently housed and curated at Playmarket Wellington.
- TNZ ensures the collection of playwrights' performance royalties from stage productions.

## Our Festivals - Hakari

- Theatre New Zealand hosts annual theatre festivals, such as the TheatreFest (informally known as the One-Act Play Festival), which evolve at the local, regional and nationally.
- Theatre New Zealand hosts the annual celebration of NZ community theatre through the production of "**ShowCase.**"
- Our festivals present many awards recognising excellence in Writing, Directing, Acting, Design & Cultural accomplishments.
- Our festivals receive entries from people of all ages throughout NZ.
- Our festivals have no cultural, literary or content boundaries/censorship.
- Theatre New Zealand engages professional Adjudicators from ANZDA who give feedback and critique to help expand all participants' skills and knowledge base at nominated festivals.

TheatreFest logo featuring the word "TheatreFest" in a bold, black, sans-serif font. A thick, curved line in a vibrant yellow-green color arches over the text, ending in a small circular flourish on the right side.ShowCase logo featuring the word "ShowCase" in a bold, gold, sans-serif font. A thick, curved line in a matching gold color arches over the text, ending in a small circular flourish on the right side.

## Our Purpose - Kaupapa

Theatre New Zealand is registered with the Charities Commission under the Arts and Culture sector for education, training, and research. Our activities involve being an umbrella organisation that provides services and advice. Our beneficiaries are all members of the general public.

Membership of the Theatre New Zealand consists of groups and individuals stretching the length and breadth of Aotearoa-New Zealand.



## Membership - Whakaurunga

- Over 60 Societies and recreational theatre groups nationwide
- Over 30 Secondary Schools and Youth Performing Arts Groups
- Over 24 Individual Members and honours 10 Life Members

The management of TNZ's affairs is entrusted to a National Executive consisting of a President, Vice President, Secretary, Treasurer, and seven Executive Members, all elected at the Annual General Meeting.

The National Executive promotes community theatre in New Zealand by organising:

- National festivals
- National playwriting competitions
- National Theatre Schools

We aim to add value by recognising service excellence, supporting the provision of workshops, offering advice, liaising with cognitive bodies, issuing a bi-monthly newsletter, and maintaining an informed website.

Mission: TNZ is dedicated to community enrichment through quality engagement that inspires, challenges, and supports our membership

## Our Future - Kei te heke mai

### Organisational Stewardship

Theatre New Zealand Executive Committee will draw on a shared understanding of the theatre's history and evolution to conceive, develop and support a model that is consistent with the organization's vision, objectives and assures its stability and vitality.

### Community Building and Culture

Theatre New Zealand will further establish the image of the theatre as a sought-after place to work, perform, volunteer, contribute and gather for arts and entertainment opportunities for all cultural groups.

### Awarding a commitment to the principles of Te Tiriti o Waitangi.

#### SEEDING OF CREATIVITY POTENTIAL

- He Pito Aranui Award (Māori Pacifica)

**Theatre New Zealand** acknowledges new writing and performance created by and contains Māori or Pasifika content.

Theatre New Zealand champions community and youth theatre throughout the motu and hopes that these taonga attract more stories about the diversity of our national heritage.

#### Objectives through partnership:

- Reinvigorate and promote engagement of TNZ Members through the evaluation and enhancement of membership structure and benefits.
- Create a culture of transparency and communication throughout the institution that encourages volunteer commitment and engagement.
- Actively inform and engage TNZ Members in the implementation of the strategic plan.





- Develop mutually beneficial collaborations among theatre groups, schools, community partners and cultural institutions.
- Provide support, systems, and oversight to provide effective structure and positive creative experiences for members.
- Encourage the engagement of new work through playwrights and directors to keep the theatre's artistic vision fresh and innovative.

## Membership Engagement and Publicity

Theatre New Zealand will improve our patron awareness, visibility, engagement, and experience to build TNZ's reputation as a quality and affordable performing arts organisation.

Our focus is primarily on advancing community theatre by utilising all available tools and resources to maximise awareness and visibility of TNZ and our following programmatic offerings.

## Our Outcomes - Whāinga

- Develop age-group-appropriate festival opportunities both nationally and Internationally.
- Develop Senior groups - Age on Stage – GeriActors.  
*“A lot of things are done to Seniors and for Seniors, but how many things are done with Seniors?”*
- Develop Educational Theatre School programs.
- Develop Children and Youth Theatre opportunities – “Making Change”

### We propose affecting the following short-term opportunities:

- Host the AITA/IATA World Festival in Wellington 2027
- Have a team represent TNZ at the World Festival in Monaco 2025
- Have a team represent TNZ Youth in Brussels 2026



### We will achieve this through:

- Improving membership engagement with an emphasis on quality media content creation
- Providing exceptional and value-added membership experiences
- Creating programs to reward repeat membership and loyalty
- Increase diverse community engagement within the performing arts
- Maintaining and utilising our updated branding standards
- Maintaining membership and support of the world amateur body AITA/IATA
- Maintaining member relationships with like-minded international bodies
- Maintaining Associate membership of like-minded NZ bodies



## Financial Strength and Sustainability

Theatre New Zealand will improve financial planning and reporting procedures while pursuing diverse revenue streams and a broad support base to further our activities.

### Objectives

- Develop an annual budget that identifies targets for each revenue category
- Improve our financial reporting and practices and enhance our capacity to project financial performance, analyse financial data, control costs, and manage risk
- Maximise contributed income opportunities through sponsorships, fundraising, and grant writing

Theatre New Zealand will continue to support artistic and programmatic goals by investing in our current educational programs and festivals.