



ADELAIDE FESTIVAL
AUSTRALIA'S INTERNATIONAL FESTIVAL



Strategic Plan 2024 – 2027



Adelaide Festival

Vision

To be Australia's International Festival.

Purpose

To curate and present a contemporary, world-leading, multi-arts festival that brings the best international art to South Australia, connecting and inspiring audiences and creating pride within our state.

Why we are unique

We are the only major cultural event in Australia that consistently presents international works of scale across performing arts and literature.

What we value



Creativity

We value creative ambition, virtuosity and the ability of artists to innovate and take risks, fearlessly engaging with big ideas.



Relationships

We are committed to fostering partnerships with all stakeholders



People

We champion our people and recognise their importance.



Audience

We seek to inspire our audiences, enriching their lives and engaging them in meaningful ways.



Legacy

We ensure Adelaide Festival experiences resonate for a lifetime and strengthen the artistic community in South Australia.



Inclusivity

We champion a wide range of artistic and ideological views regardless of identity, race, gender, sexuality, faith, age or politics.



Excellence

We strive to be the pinnacle of global arts festivals

Aims

- To maintain the competitive advantage of Adelaide Festival as **THE international festival in Australia**

- To build on the success of the program as a **significant driver** of interstate and international tourism

- To **amplify our 60-year legacy** and reputation for artistic innovation and excellence

- To ensure **First Nations representation** in our programming and in the Adelaide Festival community

- To **foster a culture** of creativity, innovation, excitement and achievement

- To ensure Adelaide Festival is **accessible for all**

- To **build on the strength and loyalty** of our existing audiences while attracting new ones

- To magnify Adelaide Festival's **visibility and presence**.

- To **demonstrate strong leadership** within the cultural community

- To **be a partner of choice** for all our stakeholders

- To achieve strong governance and **long term financial sustainability**

- To **enrich and engender pride** in the wider South Australian community

Goals

- To present **international** work ●●●●●

- To be **internationally connected** ●●●●

- To be instrumental in **new work** being made ●●●●●●●

- To ensure **First Nations Artists are integral** to our program ●●●●●●●

- To provide South Australian companies and artists a **platform on the world stage** ●●●●●●●

- To ensure **Adelaide Writers' Week** is financially sustainable as a **free event** ●●●

- To present events that are **exclusive to South Australia** ●●●●●●

- To **grow our interstate and international audiences** and visitation ●●●●●

- To **enhance visibility** and positioning of Adelaide Festival ●●●●●●●●●

- To **garner strong media coverage** locally and nationally ●●●●●●●

- To **nurture unique skills**, innovative ideas and broad sector knowledge in our staff ●●●●●

- To ensure our culture makes staff feel **valued and empowered** ●●●●●

- To **deliver cultural, economic, and social impact** to the state ●●●●●●●

- To **secure** our existing audience and **develop** new ones ●●●●●

- To **be best-practice leaders** in the cultural sector ●●●●●●

- To maintain programs that **remove barriers** to participation ●●●●●●●

- To govern with **integrity** ●●●●

- To ensure **financial viability** ●●●

- To maintain **robust connections** with all of our **stakeholders** ●●●●

- To ensure reserves are built to sustain **long-term financial stability** ●





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adelaidefestival.com.au