



Australian
Music
Centre

Strategic Plan 2023-2025

Vision

Australian music is heard, valued and celebrated

Purpose

To support and amplify Australian music creators

Values

Connected We work together and with others for the success of music creators. We achieve more through collaboration and mutual respect.

Quality We strive for excellence and best practice in everything we do. We remain focused on delivering outcomes for our stakeholders.

Confident We are passionate about the power and value of Australian music. We champion the contribution and needs of music creators, show leadership and generate energy for our sector.

Inclusive We promote and celebrate diversity. We welcome and support artists at all stages of their careers.

Sustainability	Innovation	Visibility	Engagement	Culture
<p>Sustain and grow a diverse membership, with a robust financial model and resilient management practices</p> <p>Membership</p> <ul style="list-style-type: none"> · Grow our community · Define benefits to members <p>Efficiency</p> <ul style="list-style-type: none"> · Improvement of operations through new technology · An induction process for new members and artists to efficiently share information <p>Funding</p> <ul style="list-style-type: none"> · Create a funding strategy to increase self-reliance · Diversify income streams 	<p>Highlight innovative practice within our sector to a global audience. Provide compelling ways to access and participate in Australian music</p> <p>First Nations</p> <ul style="list-style-type: none"> · Increase broader representation in our membership and catalogue · Outline cultural policies on the use of First Nations music <p>Member Support</p> <ul style="list-style-type: none"> · Create resources that reflect best practice <p>Digital</p> <ul style="list-style-type: none"> · Further develop digital 	<p>Recognised as the leading representative body and major activator for our sector</p> <p>Recognition & Awareness</p> <ul style="list-style-type: none"> · Continue to strengthen relationships with Government and key stakeholders to further art music as a reflection of contemporary Australia · Undertake research to evaluate the depth and breadth of the community <p>Promotion</p> <ul style="list-style-type: none"> · Deliver a highly representative program of strategic events and opportunities that are accessible · Tell our artists' and music creators' stories 	<p>A connected community of represented artists, members and stakeholders and a strong presence in policy making</p> <p>Collaboration & Partnership</p> <ul style="list-style-type: none"> · Create deeper engagement with the education sector · Work closely with export bodies to open new international channels for art music · Create more opportunities for commissioning and connecting works with audience <p>Influence</p> <ul style="list-style-type: none"> · Be known as a respected voice in policy development and advocating for the needs of our community <p>Accessibility</p> <ul style="list-style-type: none"> · Embed equal access for all in organisations policies 	<p>Attract and retain talented people and nurture a culture that reflects our values</p> <p>Culture</p> <ul style="list-style-type: none"> · Nurture an inclusive culture in our team and membership · Embed our values in our work <p>People</p> <ul style="list-style-type: none"> · Continue to embed human resources processes and systems · Support the wellbeing of our people through policy development <p>Performance & Development</p> <ul style="list-style-type: none"> · Provide an environment for talented people to grow and perform at their best · Create opportunities for the team to be visible