



## Vision

Australian music is heard, valued and celebrated

## Purpose

To support and amplify Australian music creators

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

## 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.