



**ADELAIDE FESTIVAL**  
**AUSTRALIA'S INTERNATIONAL FESTIVAL**



**Strategic Plan 2024 – 2027**





# Adelaide Festival

## Vision

To elevate our position as 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](http://adelaidefestival.com.au)