



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

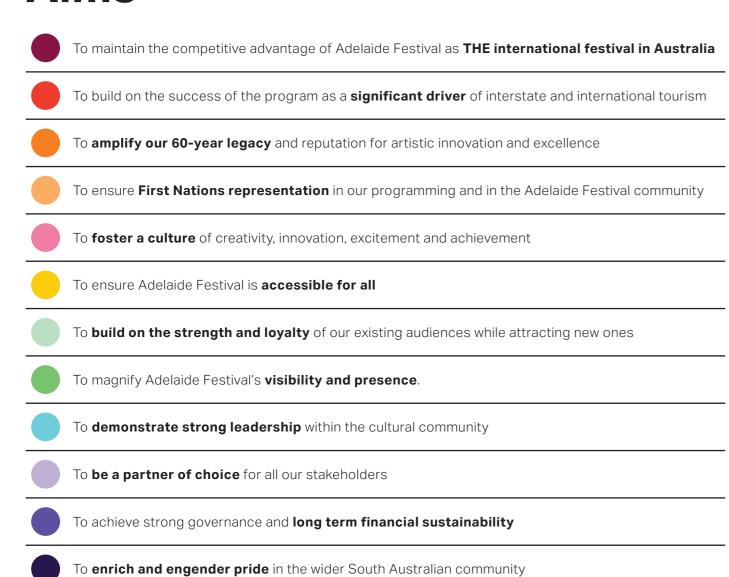
We champion a wide range of artistic and ideological views regardless of identity, race, gender, sexuality, faith, age or politics.



Excellence

We strive to be the pinnacle of global arts festivals

Aims





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	•

