

## **Draft WIT Strategy April 2014**

### **WIT Objects**

- To promote, develop and foster the performance of improvised theatre and comedy in the Wellington region
- To teach the skills of improvised theatre and comedy through workshops, classes and any other means to members and to the wider Wellington community
- To encourage the having of fun and the not taking of oneself too seriously.

### **WIT Values**

- Inclusion
- Fun
- Quality
- Development.

### **WIT Mission Statement**

To become an inclusive theatre company, which:

- trains people
- provides fun and development for the casual WITster
- gives serious improv people a professional career path
- is embedded in the Wellington community and has links with the NZ and the international improv community.

### **FiveYear Goals**

- WIT is in a close partnership with a suitable venue and other theatre groups
- Flourishing community training programme
- A sustainable Secondary Schools Improvisation programme
- NZIF is an independent self-sustaining, internationally recognised festival
- WIT is consistently performing quality shows that draw enthusiastic repeat audiences.

## What is needed to meet these 5 year Goals (measures)?

	Measure
<b>Financial</b>	<ul style="list-style-type: none"> <li>\$50,000 assets</li> <li>Net income of \$10,000</li> </ul>
<b>Customer</b>	<ul style="list-style-type: none"> <li>One regular weekly show per week and occasional seasons with average crowd of 40</li> <li>One WIT branded show in each of the Fringe, Comedy and NZ Improv Festivals</li> <li>Schools programme covering 20 schools</li> <li>Training 40 beginners through community courses per year and development of a tiered community training model</li> </ul>
<b>People</b>	<ul style="list-style-type: none"> <li>Paid administrator position across show and training programme</li> <li>WIT membership by invitation</li> <li>Membership for technical and production members</li> <li>All new members to be approved by the WIT Committee</li> <li>An active core of membership is established and engaged for show and other purposes.</li> </ul>
<b>Processes</b>	<ul style="list-style-type: none"> <li>Volunteer programme covering weekly flyering, lighting, FOH, show production</li> <li>All membership volunteers once per quarter and understand that this is a key component of their ongoing membership</li> <li>Business plan developed</li> </ul>

## Year One Milestones

	Goal	Projects
<b>Financial</b>	\$30,000 assets (Treasurer)	Fundraising Strategy (Treasurer)
<b>Customer</b>	<ul style="list-style-type: none"> <li>WWW and Micetro season average crowds of 30 (Creative Director – Shows)</li> <li>One-off season shows average 50% houses</li> <li>Schools programme covering 5 schools (Creative Director – Training)</li> <li>Two beginners courses per year (Creative Director – Training)</li> </ul>	<ul style="list-style-type: none"> <li>Marketing / brand strategy (Coordinator)</li> <li>Trainer strategy (Creative Director – Training)</li> </ul>
<b>People</b>	Active members (Treasurer) <ul style="list-style-type: none"> <li>160 paid members</li> <li>30 active</li> </ul>	
<b>Processes</b>	Volunteer programme covering weekly flyering, lighting, FOH, show production	<ul style="list-style-type: none"> <li>Spin off NZIF (Creative Director – Shows)</li> <li>Volunteer programme (Coordinator)</li> <li>Social programme (Member representative)</li> </ul>