



The Meteor Strategic Plan

2021-2023

FOREWORD FROM THE CHAIR ON BEHALF OF THE TRUST BOARD

The Meteor Theatre is operated by the One Victoria Trust, which exists to foster, develop, and encourage all forms of creative and performing art, in a manner that benefits the community.

On the 1st February 2014, the keys to the Meteor Theatre were formally handed over to the One Victoria Trust. Over the next three years community support for the venue to operate as a fully functioning theatre flowed through the space. Key Performance Indicators set by Hamilton City Council were smashed as thousands of people came through the doors to use the theatre. As the 3-year trial period of community operation came to an end, the One Victoria Trust had achieved all the HCC conditions on the Deed of Gift and the theatre officially passed into OVT ownership.

In 2017 the building was upgraded and earthquake strengthened. In 2018 the venue won the Hamilton CBD Award for 'Best CBD Experience'. New local production companies began to emerge, as did new festivals, and new local stories. Improved facilities, an increase to seating capacity, and superb staff saw the venue come into demand by touring NZ companies.

Then, of course 2020 hit a fatal blow to the whole world, and the creative sector was only one of those to suffer severe impacts through closure and cancellations. The One Victoria Trust is indebted to all those who stepped up to support our local creative industry. Our thanks goes out to local Council, Community Funders, Creative NZ, and all the wonderful people who continued to support the mahi of the Meteor Theatre.

One of the ongoing strengths of the Meteor has been its ability to flex and adapt its Black Box theatre space. Perhaps at no other time in history did the perfect size of the Meteor come into play when the time came to re-open the theatre doors. Gathering size, spacing restrictions, and sign-in protocols were challenges for our theatre staff there is no doubt. Fears of whether the audience would come were put aside as shows performed to sold-out nights. We have been lucky. Many countries have not fared so well.

It has been seven years, and the Meteor now steps up from the enormous learnings of childhood, into adolescence. It is time to re-focus and cement our place in not only the local landscape of performance venues, but on a national platform. We have faced, and risen to, significant challenges in the past seven years and now we turn our efforts to a new 3-year strategic plan. With three new trustees on board, we have revisited our Vision, Mission and Values. We have identified goals in four focus areas.

We are looking to the future. As this strategic plan comes to an end in 2023 we know that a new regional theatre will be opening its doors. This will bring a new focus to Kirikiriroa, and a significant boost to creative activity in the Waikato region. We are already forming our place in this journey.

As always, this is an exciting time for the Meteor as we look to nurture, host, and celebrate our relationships with creators, audiences, and external partners. Community wellbeing and social connectedness has been raised to new levels of awareness around the world. The arts continue to help us to define and express ourselves, as well as engage with each other in our communities. By continuing to provide a space where the community can engage with various art forms, both as audience and participants, we allow all our users to increase their own capacity for life.

We are but the guardians of this space. We welcome you to join the journey.

Adrienne Clothier
Chair – The One Victoria Trust Board



INTRODUCTION

The Meteor is Hamilton's home of New Zealand theatre. We are the Waikato's most exciting, accessible and affordable performing arts venue. We work hard to enhance the performing arts in Hamilton and New Zealand by providing a vibrant and thriving venue for theatre, music, dance, poetry, exhibitions, workshops, comedy, improv... and much, much more. There is something for everyone, and we host creators from all walks of life and at all stages of their creative journeys, from young children to emerging artists to professional touring shows.

This three year strategic plan has been developed by the One Victoria Trust Board, who operate the Meteor. The strategy provides a framework and road map to collectively work towards our vision of being "Your heart of Hamilton arts" and communicates our mission and strategic focus areas, each with objectives and goals, that will inform our annual action plans and that all our day to day mahi feeds into.

Most importantly, the purpose of this strategic plan is to communicate to all our supporters, stakeholders and users of the Meteor (our Meteor whānau) the direction we are travelling in and a clear structure for how we intend to get to our destination. The success of this strategy will be driven by the Trust Board, Meteor staff, volunteers, and the continued support of our valued community.

Although this strategic plan covers a three year period, it will be reviewed at the end of each year in preparation for each year's action plan. The One Victoria Trust Board may make amendments to the strategic plan if needed, depending on the broader context under which the theatre is operating.

OUR STRATEGIC PLAN

VISION

Your heart of Hamilton arts.

MISSION

A space for the community to share creative experiences.

VALUES

Innovation

We will develop, adopt and adapt to meet the needs of the creators of today and tomorrow.

Manaakitanga

We care for all who enter this space and will be the hosts and guides for our creators and our audiences.

Integrity

With honesty, openness and understanding, we respect our guests, our creators and ourselves.

Kaitiakitanga

We are the guardians of this space, respecting our past, present and future.

Diversity

We seek to incorporate and encourage different perspectives and experiences into both the work we host and our own practices.

FOCUS AREA A: CREATORS

Objective A: Host, nurture and celebrate creators along the trajectory of their creative journey.

Goal 1: Nurture the stories of our place through programming, creative development initiatives and celebrating emerging and original creation.

Goal 2: Collaborate with national and professional creators to deliver their works to a local audience in a supportive and well-resourced space.

Goal 3: Upskill our creative community, through education, mentoring and support.



FOCUS AREA B: AUDIENCE

Objective B: Embrace our audiences and build community well-being and social connectedness through the power of the arts.

Goal 1: Create a comprehensive audience development strategy that engages with new audiences and nurtures our loyal community of arts lovers.

Goal 2: Support projects that encourage community engagement and reflect the diverse perspectives and identities of our audience.

Goal 3: The Meteor is known as a welcoming and inclusive space that builds social connection through shared creative experiences.

FOCUS AREA C: EXTERNAL CONNECTIONS

Objective C: Cultivate collaborative relationships with other arts organisations, funders and partners.

Goal 1: Build enduring relationships, partnering with businesses to secure sponsorship and other support.

Goal 2: Creative initiatives that align with Creative New Zealand's strategic outcomes in order to secure longer term funding.

Goal 3: Connect with local and national performing arts venues to encourage collaboration through programming and projects.

Goal 4: Ensure relationships with funders are nurtured and regular connection with the physical space is encouraged.



FOCUS AREA D: WHARE

Objective D: Be a welcoming, resilient, sustainable and supportive home for our arts whānau.

Goal 1: Continually attract and upskill passionate team members to activate our kaupapa.

Goal 2: Operate a safe, welcoming, and environmentally sustainable building.

Goal 3: Consistently bolster material assets to achieve technical, operational and hospitality excellence.