



Strategic Plan 2021 - 2024

VISION

To ensure that Australian music, and the diverse people and communities who create it, continue to be valued, visible and viable, singing an inclusive story to ourselves and the world.

MISSION

We present the ever-evolving variety of Australian music to the world, and support a sustainable environment for our nation's musicians. We do this through flexible, responsive and agile services which connect Australian creators to their audiences, enabling access, participation and engagement.

STRATEGIC MISSION	GOALS	INITIATIVES	KEY OUTCOMES
<p>Delivering vital and transformative services for Australia's music creators to ensure that their diverse practices are locally and globally visible, and economically viable in a rapidly changing market</p>	<p>Diversity Embracing diverse practices</p>	<p>Achieving diversity through clearly defined targets; revision of artist eligibility requirements; and through projects encouraging inclusion.</p>	<p>A broader range of music and creators represented.</p>
	<p>Visibility Services to artists and their work</p>	<p>Telling Australian stories and disseminating content via our own as well as 3rd-party platforms. Cultural leadership initiatives.</p>	<p>Increased artist revenue; effective advocacy driving change on gender & diversity; First Nations creators.</p>
	<p>Education Embedding Australian music in teaching & learning</p>	<p>ECHO platform for delivery of education resources; creation of new education resources; expanding our education partnerships initiatives.</p>	<p>New partnerships and resources increasing reach – more Australian music taught and studied.</p>
	<p>Technology Developing industry-leading digital infrastructure</p>	<p>Technology driving our artist services; refreshing our software architecture and working with 3rd-party services.</p>	<p>Third-party content integrated; 5 digital products successfully launched.</p>
	<p>Resources Ensuring our capacity to deliver</p>	<p>Ensuring the skills and policies to deliver our plan, and implementing succession as a strategic imperative. Achieving our financial goals.</p>	<p>Increased total revenue to \$1m per annum; succession implemented.</p>