

Vision, Promise and Goals

VISION AND PROMISE

GOALS

Be Australia's pre-eminent showcase for performing arts and culture and an international leader in the presentation and development of artists and their work.

OUR VISION IS TO EXCITE AND INSPIRE THE IMAGINATION.

Attract and engage a broad range of customers and provide compelling experiences that inspire them to return.

OUR PROMISE IS TO TAKE PEOPLE ON A JOURNEY FROM THE ORDINARY TO THE EXTRAORDINARY INTO A WORLD

Maintain and enhance the Sydney Opera House as a cultural landmark, performing arts centre and architectural masterpiece.

WHERE THE INSPIRATION OF THE BUILDING OUTSIDE IS REFLECTED IN ALL WE DO.

Create a customer focused workplace where people are recognised for their contribution, realise their potential and inspired to achieve outstanding results.

Invest in the performing arts, cultural activities and audience development by maximising business results of the Sydney Opera House and leveraging its assets, resources and brand.

PERFORMING ARTS

KEY OUTCOMES 2004/05

- Young Audiences and Education Program
- The Studio Program
- Indigenous Program
- Exhibition Hall Program
- Develop Artistic Vision Statement
- Implement service level agreements
- Implement strategic partnership agreements
- New Recording Studio

AIMS 2005/06

- New Playhouse Program
- New Commissions Fund
- New Public Program (planning stage)
- Service level agreements review
- Strategic partnership agreements review
- Implement presenter survey
- New Multi-media suite

BROADENING THE EXPERIENCE

- *Commitment to Our Customers* statement implemented
- Customer Service Team implemented
- Improved Customer information
- Backstage Tour
- Conduct tourism review and develop strategy
- Trial Accessible bus service
- Enhance website (online emails & mini sites)
- Develop platform for Unified Customer Support System
- Implement Security Strategy and Plan
- Building Condition Indices developed and trialled
- SOH Stores Expression of Interest developed

- Specific Portfolio customer initiatives implemented
- Implement customer feedback/survey
- Implement Customer Unified Customer Support System
- Disability Access Strategic Plan launch
- Tourism team in place
- Update existing tour products
- Create new tour products
- Create a Visitor Information brochure
- Build relationships with tourism industry
- SOH Stores Joint venture partner selected

BUILDING AND ENVIRONMENT

- Concert Hall acoustics scope
- Western Loggia Foundations
- Complete Utzon Room
- Obtain National Heritage Listing
- Develop and Implement lighting solution for northern rib shells

- Concert Hall acoustics trial
- Western Loggia complete
- World Heritage Nomination documentation
- Signage Manual developed
- Implement improved western roof shells lighting
- Achieve 80%-85% for Building Condition Indices

PEOPLE AND CULTURE

- Enterprise Agreement 2004 certified
- Annual training calendar implemented
- Successful Safety Week program
- Registered Training organisation - Security and Front Line Management
- Workplace Giving program implemented
- Conduct Employee Opinion Survey
- Successfully complete 3 traineeships

- Enterprise Agreement 2006 negotiated
- Successful Safety Week program
- Reward and recognition program developed
- Conduct Employee Opinion Survey sample follow-up survey
- Successfully complete 4 traineeships

GOVERNANCE

- SOH By-law 2005 ground work complete
- Business Continuity Planning - IT systems
- Key Performance Indicators*
- Annual Report Bronze Award

- SOH By-law 2005 proclaimed
- Key Performance Indicators
- Annual Report Silver Award

FINANCIAL OVERVIEW

- Customer Relations Pricing Policy*
- Facilities Pricing Policy*
- Performing Arts Pricing Review*
- Philanthropy program framework developed*

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* Partially achieved