

# VICTORIA THEATRE TRUST

## STRATEGIC PLAN 2026 TO 2030



### BACKGROUND

The Vic is the oldest purpose-built cinema in the Southern Hemisphere, saved from destruction by the community and governed by local people through the Victoria Theatre Trust.

### PURPOSE

To preserve this category 1 historic building, safeguard its future and ensure it remains a vibrant entertainment hub for the community.

### VISION

A fully restored, future-ready heritage theatre that inspires connection, creativity and community through world-class film and live entertainment.

### STAKEHOLDERS

Community · Auckland Council and Local Board · Victoria Theatre Trust · Funders · Supporters · Theatre Operator

### AIMS

Deliver programming that responds to the community needs.

Provide high quality facilities and technical equipment while maintaining heritage character.

Broaden and diversify revenue streams to support sustainable operations.

Protect and enhance the historical and architectural integrity of the Vic.

### OUTCOMES

Performers, schools, audiences and community groups have access to a well-equipped, welcoming venue.

All seating is upgraded; a lift is added and technical equipment maintained to a high standard.

Increase attendances and revenue streams to enable reinvestments into restoration.

Continue heritage restoration that ensures the Vic is recognised as an iconic heritage landmark.