

# 2016–18 STRATEGY OF TNL - ASSOCIATION FOR AMATEUR AND PROFESSIONAL THEATRES IN FINLAND

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TNL - Association for Amateur and Professional Theatres in Finland (TNL) is an organisation for professionals and amateurs alike that responds rapidly to the demands of the field of theatre as it faces financial and structural changes. TNL promotes interaction and co-operation between theatre amateurs and professionals, focuses its activities to an increasing extent on children and youth, organises quality training for all ages, and implements high-standard events to support development within the field.

## I Mission statement

### **TNL shall:**

**Serve** as an active, dynamic and communal forum for theatre professionals and amateurs that **promotes** and **facilitates** co-operation and interaction between different players within the field.

**Produce** high-standard events and festivals for children, youth and adults.

**Be** a competent, innovative and versatile **educator** for theatre amateurs and professionals of all ages throughout Finland.

**Be an expert in the field of theatre** that envisions the future of theatre, while also consolidating and creating operational opportunities for the field.

**Listen to its members** and provide them with support and advocacy within the field.

**Undertake development work**, establish new types of co-operative networks, and act as a think tank for theatre activities and facilitator of innovations.

**Arrange and contribute** to activities related to the performing arts both in Finland and internationally.

## II Values

**TNL shall be:**

**Communal.** The activities shall stress theatrical arts as a significant activity in society that reinforces the well-being and social skills of the participants, both on the stage and in the audience, while also preventing exclusion and marginalisation.

**Artistically agile.** The work shall recognise the stylistic diversity within the field of theatre, promote the artistic development of those involved in the field and inspire them to be innovative.

**Reinforcing.** TNL shall reinforce the identity and self-esteem of theatre amateurs and professionals.

**Interactive.** TNL shall actively listen to and identify the needs of the field.

**Open, proactive and forward-thinking.** TNL shall be an insightful organisation that is open to learning and flexibly adapts its activities to respond to the changing world.

## III VISION

TNL shall **build bridges** to facilitate interaction between theatre amateurs and professionals on the national and regional levels.

TNL shall **implement and provide theatres with services** that are continuously developed in response to the challenges of the day.

TNL shall **act** as a flexible content and event producer and educator.

TNL shall **work** in close co-operation with other organisations, institutes of learning and different networks in the field.

TNL shall be **visible and audible** within the field due to its responsive approach as a prominent player and advocate, and through its initiative to communicate information about the field of theatre.

TNL shall be a **followed** player and disseminator of informant within social media.

## IV Strategic aims / Critical factors for success

**Membership.** TNL shall have an active and committed membership comprised of amateur and professional theatres that appreciate the importance of being involved in the activities of the

Association. The members shall feel that they get compensation for their membership fees.

**Activities.** TNL's events, festivals, training and other content production shall be characterised by high quality on a national scale, and they shall be implemented by competent experts in the field in Finland.

**Personnel.** TNL shall be a well-managed and attractive place to work.

**Funding.** TNL's social funding shall remain stable. TNL's own finances and expenditure shall be critically examined and fund raising shall be more efficient.

**Functional working environment.** TNL shall have functional, appropriate and sufficient facilities for all personnel. The workplace atmosphere shall be inspiring and creative, and a team-oriented approach with shared brainstorming shall characterise the working methods. TNL shall be managed in a supportive manner. The employees shall have the possibility to work independently when needed.

**Communications.** TNL shall communicate actively about its activities, both internally and externally, through its own newsletter, social media and network communication channels. TNL shall show initiative in its relationship with the media. TNL shall participate in joint statements and positions issued by networks within the field of theatre arts.

## V Strategy implementation, monitoring and assessment

TNL's strategic policies and funding shall be the responsibility of the Board of the Association.

The execution and monitoring of the strategy shall be the responsibility of the Executive Director (and Board) together with the personnel.

The realisation of the strategy shall be monitored annually.

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