

A man with a beard and mustache, wearing a white suit jacket, is seated at a dark table. He is looking directly at the camera with a serious expression. The background is a dramatic, fiery orange and red, suggesting a hot or intense environment. The lighting is low, highlighting the man's face and the texture of his suit. The overall mood is one of anticipation or tension.

# HOTHOUSE THEATRE

## 2030 VISION

HotHouse  
THEATRE



# OUR VISION, PURPOSE AND VALUES



## VISION

To be Australia's most community connected theatre company.

## PURPOSE

To create and present irresistible theatre that centres the community, celebrates place, and inspires lasting connections.



## STRATEGIC GOALS

### Community Connection

Establish HotHouse Theatre as the creative heart of our region by deeply embedding community involvement in all aspects of our work.

### Theatre that Matters

Create and present courageous, transformative theatre that celebrates diversity, inspires audiences, and ignites meaningful conversations.

### Artist Development

Cultivate a thriving network of diverse creative professionals by providing pathways for growth, collaboration, and national contribution.

### Outstanding Governance

Ensure the organisation operates with integrity, a dedication to financial resilience, and a commitment to its people and environment.



## VALUES

### Courage

We embrace bold ideas to inspire and challenge all who intersect with our work.

### Respect

We honour the stories, cultures, and contributions of all, with a deep commitment to First Nations leadership and perspectives.

### Belonging

We foster spaces where everyone feels welcome, valued, and connected.

### Stewardship

We commit to responsible stewardship, creating positive and lasting social, environmental, and cultural impact.



# OUR STORY



For almost 30 years, HotHouse Theatre has been the beating heart of Albury-Wodonga's creative life.

The Murray River Performing Group (MRPG), established in 1979, laid the foundation for two of Australia's most successful regional arts companies – HotHouse Theatre and Flying Fruit Fly Circus. This legacy is a testament to the power of community, innovation and resilience.

## ROOTS TO RENAISSANCE

In 1997, the Murray River Performing Group evolved into HotHouse Theatre, introducing a groundbreaking Artistic Directorate model that brought together local and national theatre-makers. This new chapter cemented HotHouse as Albury-Wodonga's only professional producing theatre company. Nestled in the redeveloped Butter Factory on the banks of the mighty Murray River, HotHouse's location reflects its role as a cultural bridge between community and storytelling.

A turning point came in 2003 with the acquisition of a farmhouse in Splitters Creek. This serene space became home to *A Month in the Country*, a residency program that has since evolved into the acclaimed *GreenHouse Residency*. For two decades, this initiative has welcomed artists from across Australia, offering them the time, space, and inspiration to develop new works that have enriched the nation's cultural landscape. Local artists have also connected with visiting creatives through workshops and presentations, fostering a collaborative artistic community.



## EXCEPTIONAL THEATRE WITH NATIONAL REACH

HotHouse has earned its reputation as a producer of bold and transformative theatre that resonates far beyond the Border region. Productions like Champion Decent's *Embers* exemplify its commitment to telling powerful Australian stories. Based on interviews with survivors of the 2003 Victorian bushfires, *Embers* earned acclaim as "a powerful collage of community voices" (*Sydney Arts Guide*). More recently, Decent's *Unprecedented* reflected on the 2019/20 Black Summer bushfires, described as "a poignant reflection on our changing climate and the human stories behind the headlines" (*ArtsHub*). Katherine Thomson's *Wonderlands* delved into native title rights with thought-provoking sensitivity. Works such as these showcase HotHouse's ability to bring urgent and timely narratives to the stage.

## A LEGACY OF COLLABORATION

Collaboration has always been at the heart of HotHouse's work. Over the years, the company has partnered with some of Australia's most respected theatre companies, including Sydney Theatre Company, Griffin Theatre Company, Malthouse Theatre, Northern Rivers Performing Arts, Australian Theatre for Young People, and Brink Productions, and Flying Fruit Fly Circus. Groundbreaking works *COIL*, developed with re:group performance collective, reflect HotHouse's commitment to pushing the boundaries of theatrical form.

## FIRST NATIONS VOICES

HotHouse has long been committed to amplifying and celebrating First Nations voices, and not just on its stage. Programs like *Black Border Theatre* foster creativity and confidence in a culturally safe environment. Collaborations with organisations such as the Albury Wodonga Aboriginal Health Service (AWAHS) have helped ensure that theatre is accessible. The establishment of leadership roles, such as the Associate Producer - First Nations, demonstrates a long-term commitment to supporting emerging First Nations leaders in the arts.

## A COMMUNITY AT ITS CORE

HotHouse is more than a theatre - it is deeply interwoven into the identity of Albury-Wodonga. Collaborations with organizations like Gateway Health and STARTTS provide opportunities for vulnerable groups, such as refugees and individuals with disabilities, to engage with the arts. Accessibility is central to HotHouse's mission, with Auslan-supported performances, affordable ticketing, and tactile tours ensuring that everyone can participate. Initiatives such as the Playbox program encourages high school students to explore their creativity, develop storytelling skills, and engage in collaborative theatre-making.

## ARTISTIC DEVELOPMENT AND SUSTAINABILITY

HotHouse's commitment to nurturing the next generation of artists shines through initiatives like the new *LaunchPad Emerging Ensemble* and *Voices of Tomorrow*. These programs equip young creatives with the skills and opportunities to thrive. Sustainability is equally central to HotHouse's purpose. Green Matinees encourage eco-conscious audience participation, while productions like *Scenes from the Climate Era* provoke vital conversations about environmental challenges and collective action.

## VISION FOR THE FUTURE

Guided by its 2030 Vision, HotHouse aspires to be Australia's most community-connected theatre company. The future will see HotHouse deepen its engagement with local communities, expand its partnerships, and champion regional stories.





# OUR SPACES



Our spaces are at the heart of everything we do—welcoming audiences, supporting artists, and fostering a safe, inclusive, and inspiring work environment. We are committed to ensuring that our facilities and workplace practices champion accessibility, creativity, and community connection, making theatre a truly shared experience for all.

## THE BUTTER FACTORY THEATRE

Nestled on Gateway Island between Albury and Wodonga, the Butter Factory Theatre is the beating heart of HotHouse Theatre. Originally built in 1928 as a dairy factory, it was transformed into a performance venue in 1997 and has since evolved into a thriving cultural hub. Retaining its historic charm while integrating modern functionality, it provides an intimate, immersive setting for storytelling.

Following renovations in 2024, the theatre now offers enhanced accessibility, expanded back-of-house facilities, and a revitalised foyer, improving the experience for both artists and audiences. With a sprung wooden floor, heritage gable roof, and raked seating for 162 patrons, the Butter Factory Theatre balances history with contemporary theatre-making, ensuring everyone—regardless of mobility, background, or ability—can fully engage in the creative process.





## THE STUDIO

As part of the revitalisation of the Butter Factory Theatre, the Studio has been transformed into a versatile and intimate performance and rehearsal space. Now equipped with new staging and seating for 60 to 80 patrons, it offers a dynamic venue for small-scale performances, workshops, and community gatherings. Featuring a sprung floor, natural lighting, and modern facilities, the Studio provides an inviting, flexible environment for theatre-makers, educators, and creative practitioners to develop and present their work.

## THE GREENHOUSE: A HOME FOR ARTISTS

This beautifully restored five-bedroom farmhouse and rehearsal studio allows artists to step away from daily distractions and immerse themselves in their craft. Located on Wiradjuri Country, just ten minutes from the Wonga Wetlands, the GreenHouse is a creative retreat—a place designed to foster reflection, experimentation, and collaboration.

The GreenHouse: National Artist Residency has supported numerous artists in developing new work and exploring innovative ideas. Recent accessibility upgrades ensure that all artists—regardless of physical ability—can fully benefit from its inspiring and restorative setting. In addition to the formal residency program, Unfunded Residencies offer further opportunities for creative development, extending the impact of this unique artistic space.

## A CULTURE OF INCLUSIVITY AND SAFETY

Beyond physical upgrades, we are committed to fostering an environment of inclusion, safety, and equity. As a proud member of ACON's Welcome Here Project, we actively support LGBTQIA+ communities, and our First Nations advisors help embed Culturally Safe practices into every aspect of our work.

Through clear workplace safety protocols, flexible working policies, and professional development opportunities, we ensure that artists, staff, and audiences alike feel supported and valued. Our spaces are more than just buildings—they are places where artists take risks, communities come together, and powerful stories are brought to life.





# SHAPING OUR FUTURE



## COMMUNITY CONNECTION

At HotHouse, we are not just creating productions—we are shaping a culture that is embedded in place and grounded in trust, participation, and shared experience. We believe regional theatre can be an agent of transformation, a catalyst for conversation, and a bright bridge between artists and audiences.

True engagement is built on exchange, collaboration, and deep listening. As we look to 2030, we will strengthen our commitment to co-creation and participation, ensuring our work remains responsive to the lived experiences of our community. Diverse voices will not only be heard—they will help shape the creative process. Our community will be active participants, not just audiences. Through creative development labs, long-form storytelling, and community-led initiatives, we will create work that is not only seen but deeply felt.

Our work will reach beyond the walls of our venues, taking place in unexpected settings—through site-responsive performances, regional partnerships, and digital platforms that extend our reach. Our spaces will be places for civic dialogue and social reflection—where stories are not just told but lived and shared across generations.

We will also expand access to ensure theatre belongs to everyone—working to remove financial, geographic, and physical barriers to participation. From affordable ticketing and outreach programs to experiences for underserved communities, we will create meaningful pathways for all to engage with our work.



## THEATRE THAT MATTERS

We believe theatre must be thematically urgent, formally ambitious, and deeply connected to our place and people. Our artistic program will focus on work that speaks directly to the questions, concerns, and possibilities of contemporary life—locally grounded but nationally significant.

This means being thoughtful about the scale and scope of our programming. We will focus our creative efforts to allow for deeper engagement, bolder risk-taking, and more lasting resonance.

A core part of this vision is the central role of First Nations leadership and storytelling. We tell stories on unceded Aboriginal land, and we acknowledge and honour the thousands of years of storytelling that precede us. We are committed to embedding First Nations storytelling and leadership throughout our artistic and organisational practices. The GreenHouse—set within the Wonga Wetlands—offers an ideal environment for First Nations residencies grounded in place, reflection, and cultural exchange.

## ARTIST DEVELOPMENT

HotHouse will continue to be a place where artists come to experiment, grow, and connect. Our artistic ecosystem supports development at all stages of practice—from first spark to full production—nurturing long-term relationships and sustained creative inquiry.

The GreenHouse residency programs remain central to this work, offering artists space and time for deep focus, creative exchange, and development away from the pressures of immediate production cycles. Residencies will continue to be available as both funded and unfunded opportunities, allowing for a flexible, inclusive approach to supporting a broad community of artists.

We will explore micro-commissions, artist exchange programs, and industry-led mentorships to support experimentation and cross-pollination of ideas. Our goal is to create an environment where independent artists are supported to take risks and make meaningful work.

We are also committed to developing the next generation of theatre-makers. We will enhance our engagement with young people, creating new pathways into theatre—through schools, digital platforms, training programs, and performance projects that allow them to work alongside established professionals. Young people will be invited not only to participate but to lead and shape the future of our theatre.

## OUTSTANDING GOVERNANCE

Our future is grounded in a commitment to sustainability - artistically, environmentally, and financially.

We will treat sustainability not just as responsibility, but as an opportunity for innovation. We are committed to reducing our environmental impact by adopting carbon-conscious touring models, environmentally responsible design practices, and deeper engagement with ecological themes in our work.

Financial sustainability will be supported through diversified revenue streams, strategic partnerships, and ongoing investment in creative innovation. These efforts will ensure we remain agile and resilient—able to meet the challenges and opportunities of the years ahead.

Equally vital is the strength of our organisation and governance. We will continue to foster a fair, inclusive, and supportive workplace culture, guided by clear safety policies, accessibility standards, and professional wellbeing initiatives.

With the leadership of our experienced Board and staff, and with strong partnerships across the community and the sector, HotHouse will remain a future-focused, values-driven organisation. Together, we will build a company that thrives—artistically and operationally—for generations to come.



## LOOKING AHEAD

Supporting plans and strategies guide each key area of HotHouse's work, with outcomes designed to advance our strategic goals. To ensure effective implementation, this Strategic Plan will be supported by annual business plans that, while separate from the document itself, are integral to its delivery. These business plans will outline specific actions and key performance indicators (KPIs), providing a clear framework for tracking progress year by year.

As we shape our future, we remain committed to being bold in our artistic choices, inclusive in our community relationships, and fearless in our commitment to new ideas. We will continue to evolve, guided by the needs of our region and in dialogue with the national and global arts landscape.

Our future is being shaped not only by what we do, but how we do it—with care, courage, and deep respect for our place and the people who make it home.



**HotHouse**  
THEATRE

[hothousetheatre.com.au](http://hothousetheatre.com.au)

