



**MASSIVE**



**STRATEGY**

**2017 - 2020**





Photography:  
Andi Crown



# MASSIVE COMPANY

We are a professional theatre company with youth at our heart.  
We are a home you can grow with and return to.

Welcome to Massive Company – we make vibrant and heartfelt theatre.  
Our work is celebrated across the world.

We were founded 26 years ago by Sam Scott MNZM. Massive is a contemporary physical theatre company for both emerging and professional artists.

We are unique because we grow our company of theatre makers from age 14. Young people are at the heart of all we do.

We believe young people are great performers NOW. They are wonderful to work with and they make fantastic theatre. Young people who are passionate, driven and in love with making theatre need the best environment to explore, develop and create, alongside other like-minded people - young or old.

Young people deserve to be part of a community, a family, a tribe, a pathway - and a company that is all about their passion for theatre. A company where everyone is encouraged and supported to be the best they can be.

We are unique because if you choose to make the performing arts your profession, then Massive can be an on-going company and home for you. Many past and present members of Massive Company are established and leading New Zealand arts practitioners.

We welcome you to come and see us work. We love sharing how we explore and make theatre. We are curious, playful, skillful, hardworking, inventive and energized.

This is Massive Company



# THE MASSIVE WAY



## A DESIRE FOR EXCELLENCE



We create work of excellence as a company and as individuals. When the work gets tough and we are tired we will strive for excellence and never settle for mediocrity. It takes bloody hard work to make theatre and we love that.

## REAL



We work to be vital and present in all we do. We work with a no bullshit attitude. We love to work with real stories. We make theatre that tells our stories and makes sense of our life, our world. We voice truths and perspectives that need to be said out loud and shared. We want to be deeply seen.

## PLAYFUL & SPIRITED PLAY



We love people who love to play. We love to be playfully competitive and irreverent. Playing is at the heart of everything we do.

## CURIOSITY



We ask questions and seek out answers about what theatre can be. We are always questioning "is this theatrical?" "Why?" "Who do we want to watch?" and "What is the best way to tell the story here?" We are a curious company ever seeking knowledge and understanding of all we do.

## BRAVERY

We'll try anything and everything to find the gold and give it 100% commitment. We will dive into the work even when the outcome is unclear or unknown.

## A SENSE OF BELONGING

This company is about everyone involved owning the work and their place within it. Massive is all the people who make it up. It is your company. We care deeply about you and we walk alongside you. The Massive whānau embraces and welcomes our wider community.

## PASSION

We have big energy, excitement, and hunger for the work. We love to play, love to pretend, and love to perform. We love to work collaboratively and as an ensemble.

## OPEN

You can join any Massive Company workshop for free. You can observe any aspect of Massive Company working at any time. You can see any Massive show for koha or at an affordable ticket price. You can be part of Massive Company if you love what we do.

## READY TO RECEIVE, READY TO GIVE

Massive trains dynamic and vital performers to be able to receive whatever is coming at you and ready to give back so the work continues to grow. We value respect and generosity between us all.

## COMPLICITÉ CONNECTION

We believe that great theatre needs good complicité between performers. With good complicité there is a spark, warmth and connection that we love to watch. It can be naughty, loving, and weird, many things, but it is real and we love to watch this. We value complicité between all company members on and off stage; also with our partners and collaborators. We love to be with them, work for them, and create with them.

# OBJECTIVES



## LEADERSHIP FOR SUSTAINABILITY

### Development Pathways

- > Massive Company creates pathways to sustainable creative futures for all company members.
- > Emerging artists are inspired and informed.
- > Potential leaders are identified, developed and connected to industry.
- > Massive Company invests in authentic consultation with all company members, creating an effective feedback loop for a stronger, future-focused company with leadership development at its core.

### Initiatives

- > Young artistic leaders are empowered to initiate programming with Artistic Director.
- > Directors' Lab and tutor training programmes.
- > Go Kakariki – discussion forums.
- > Professional development plans for company members.

## RESOURCED

### Capacity & Capability

- > The Massive Company Trust board members are skilled and networked to make a difference.
- > Massive Company builds equity through cash reserves and investment in company assets.
- > Massive Company is committed to finding a permanent home including rehearsal and workshop space.
- > The Massive fundraising strategy and staff capability ensure that partnerships are formed with donors, corporate sponsors, funders, and city partners, to invest in the work and build the company.
- > Massive Company collaborates with Auckland's arts and creative industries sectors to maximize resources.

### Initiatives

- > Capital expenditure is prioritized.
- > "Find Massive a home" sub-committee.
- > Sponsorship and fundraising strategy.

## TRANSFORMATIONAL ENGAGEMENT

### Massive Company is relentlessly audience focused

- > We invite the audience in at any stage of the process to engage with the company and connect to the work we are creating.
- > Massive Company aspires to develop audiences in non-traditional ways – connecting with new audiences at community markets, shopping centres, churches and local businesses.
- > Massive Company presents work that reflects New Zealand stories.
- > Massive Company rigorously evaluates all projects to understand participant and audience responses which informs future directions.
- > Massive Company works to build relationships with non-arts places, such as school halls and marae.

### Initiatives

- > Research and instigate new community partnerships.
- > Engage with core Massive participants and audiences in West and South Auckland.
- > Practice small-scale engagement strategies to build relationships with community groups where they live and work.
- > Increase opportunities for open access.
- > Develop koha ticketing platform and other forms of welcoming new audiences to theatre.
- > Upgrade database systems

# ARTIST PARTICIPATION

## Emerging Artists Development

- > Massive Company offers a diverse range of training and development programmes that allow access to the company from age 14 upwards.
- > As well as providing this range of access points, we want to encourage ongoing curiosity and capability building in our artists' ongoing development.
- > Massive works to build capability, build confidence and encourage return participation with all company members.

## Initiatives

- > Free introductory workshops.
- > Free ensemble workshops.
- > Free Directors' Lab.
- > Combination (emerging and professional mixed cast) productions.
- > Annual emerging artists' productions.
- > 25+ development workshops.
- > Curious Karaka (ensemble and professional) workshops.
- > Free tutor training.
- > Teachers' workshops.

# INTERNATIONALLY CELEBRATED

## New Zealand Stories to the World

- > In addition to its reputation of excellence regionally throughout Auckland and nationally throughout New Zealand, Massive Company has nurtured a range of international partnerships. Massive Company has presented work internationally to critical acclaim and participated in multiple international exchanges and development opportunities

## Initiatives

- > Nurture current partnerships i.e. National Youth Theatre of Wales, National Theatre of Scotland
- > Open new collaborations i.e. Frantic Assembly, UK.
- > Continue to build international profile through attendances at overseas arts markets and conferences.
- > Continue to develop relationship with US agent Elsie Management to facilitate US touring potential.
- > Develop partnerships with like-minded organisations in New South Wales to create platforms for workshops.

# DIGITAL PLATFORMS

## Engage with young people through technology

- > Massive Company clearly understands who our digital audiences are and how they use digital platforms.
- > We continually develop initiatives to engage new audiences through digital channels.
- > Massive Company looks for creative ways to invite new audiences into our work with digital channels.

## Initiatives

- > Place Massive Company's story front and centre on all digital channels.
- > Create and publish varied content that speaks from all the voices within Massive Company.
- > Redevelop the architecture of Massive Company website to communicate clearly who we are and what we do.
- > Create a mobile responsive and user-friendly website.
- > Develop robust digital analytics processes and embed these into Massive Company's planning and operational processes.
- > Integrate website and social media channels.
- > Develop a social media channel and content plan.

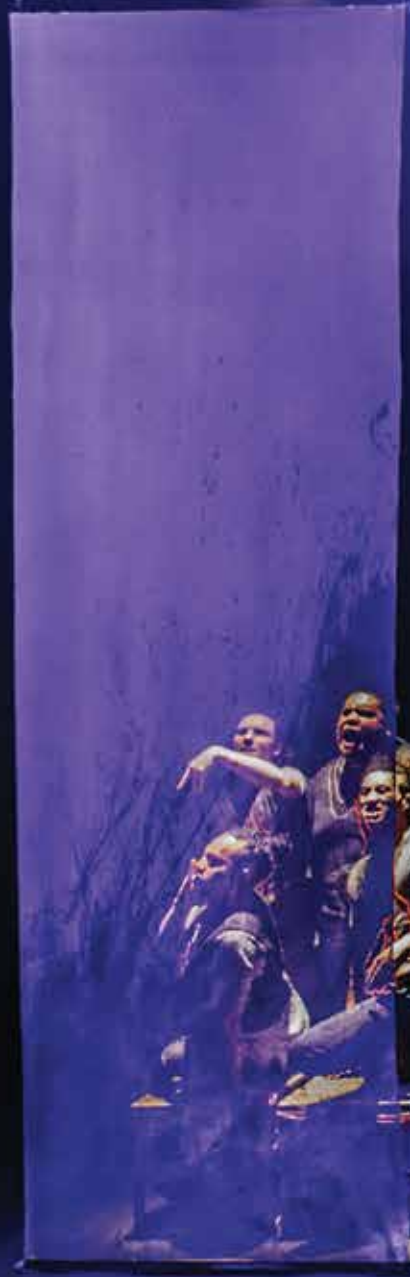



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# PATHWAYS




## MEET US



**FREE introductory workshops for young people aged 14-25** held in easily accessible venues throughout Auckland, over two or three days. Young people have fun, learn and work in the Massive way before making decisions about moving into the Massive Nui Ensemble, or they can continue to access the company at this level.

**FREE introductory workshop for anyone aged 25+** held in Auckland over two days. From here participants can discuss how further they can engage with Massive Company.

## DEVELOP WITH US



**Massive Nui Ensemble** is the heart of the company, where young people experience being part of their own ensemble. Members commit to this FREE programme over one year, with weekend workshops and full week intensives followed by public performances.

The ensemble performs on a regular basis at venues throughout Auckland, often with exciting creative partnerships such as Auckland Art Gallery, Toi o Tāmaki, and Tāmaki Paenga Hira, the Auckland War Memorial Museum.


**Curious Karaka** are FREE regular company workshops where all company members can continue to explore and develop new skills.

**Tutor training** FREE programme for core company members and emerging artists. Develop and practice tutoring skills for Massive development workshop programme.

**The Directors' Lab** a FREE programme for core company members and emerging artists. Young practitioners develop and explore directing skills, including full week intensives with actors and discussions with industry professionals.

## WORK WITH US

**Emerging Artists' Productions** are produced annually, for emerging artists currently working with Massive and those who wish to join. Working with professional key creatives and crew, emerging artists produce a substantial theatre work with high production values at professional theatre venues in Central and South Auckland. These productions have the potential to tour.



**Combo Artists Productions** for emerging and professional artists to work together to make a new theatre work with high production values. In-process mentoring means that artists can come together to influence, inspire and challenge each other, an opportunity for emerging artists to take a first step in a professional public engagement. Produced at professional theatre venues in Central and South Auckland. Creating potential for national and international touring.

**Core Company Productions** for professional practitioners, new theatre works with high production values. Produced at professional venues in Auckland, with potential for national or international touring.

**Work as a tutor** for Massive Company development workshop programme.

**Work as a director** for Massive Company productions.



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## Massive Company Brief History

- 1990 Maidment Youth Theatre (MYT) established at the Maidment Arts Centre. Founded by Sam Scott and Pip Sheehan
- 1998 MYT becomes Aotearoa Young Peoples Theatre (AYPT) and moves to its new home at the Aotea Centre
- 2000 AYPT becomes Massive Company, a combination of both emerging and professional artists

## Massive Company Highlights

- 2000 British Council supports Fiona Graham to collaborate with us to produce Still Moving, directed by Sam Scott
- 2001 British Council supports UK writer and writer Lennie James to collaborate with us to create The Sons of Charlie Paora, directed by Sam Scott
- 2004 The Sons of Charlie Paora performs at the Royal Court Theatre, London and the Contact Theatre, Manchester
- 2005 The Sons of Charlie Paora, New Zealand tour
- 2006 Up Close Out Loud, devised by the company and co-directed by Carla Martell and Sam Scott, performs in Contacting the World, at the Contact Theatre, Manchester
- 2008 Company member Scotty Cotter travels to Liverpool, as Massive delegate at Contacting the World
- 2010 Whero's New Net by Albert Belz, directed by Sam Scott, New Zealand tour
- 2011 Havoc in the Garden by Lennie James, directed by Sam Scott, premieres at the Auckland Festival
- 2013 The Brave devised by the company, co-directed by Carla Martell and Sam Scott, New Zealand tour
- 2014 Company members Denyce Su'a, Dominic Ona-Ariki and Liam Jacobson travel to Glasgow to be part of the Tin Forest Ensemble for the National Theatre of Scotland's EXCHANGE 2014
- 2015 The Brave, Hawai'i tour. Miranda Ballin, Arts Council of Wales Clore Fellow visits Massive Company to research the influence and impact of whānau within the company structure
- 2016 The Island, devised by the company, co-directed by Miriama McDowell and Sam Scott, performs in Stirling as part of the National Theatre of Scotland's EXCHANGE 2016
- 2017 The Wholehearted, devised by the company and co-directed by Scotty Cotter and Sam Scott, New Zealand tour



