



Strategic Playbook

Acknowledgement of Country

We acknowledge the Sovereign Custodians of the lands on which we live, love, learn, and create. We pay our respect to their Elders, past and present, and to all Aboriginal and Torres Strait Islander People.
Always was. Always will be.



All The Queens Men (ATQM) is one of Australia's most playful, and relentlessly optimistic arts organisations.

A champion of 'difference', ATQM is driven by an ethos where all voices are amplified, everyone is welcome, and space is created for a radical re-imagining of a just and joyful society.

ATQM combines democracy, imagination, and a charmed dash of glamour to create fresh, vital, and celebratory performance events in collaboration with everyday citizens, enabling communities to celebrate their unique identities.

ATQM has collaborated across a spectrum of communities and been presented to tens of thousands of audiences globally. From South Korean line dancing grandmothers, to roller-skating Finnish teenagers, public squares and other civic spaces, to schools, cathedrals, museums, and arts centres.

More recently, with the onset and evolution of COVID, ATQM has pivoted to deliver live events online, ensuring opportunities for social connection are maintained for some of our most isolated and vulnerable community members.

ATQM believes that the arts, social health, and community wellbeing are indelibly intertwined, and the Company maintains extensive and generative networks across these sectors. Committed to supporting health and wellbeing through creative participation and social connection, ATQM regularly partners with peak health bodies, extending its reach into communities beyond traditional arts audiences.

In particular, ATQM is a leading creative voice within LGBTQ+ communities, where its commitment to equality, connection, and social justice frequently finds expression through projects such as the multi award-winning *The Coming Back Out Ball*, *LGBTIQ+ Elders Dance Club* and *Digital Dance Club*.

Love + Art + Community has been the driving force behind ATQM for the past decade. It's a simple but powerful formula - one the Company intends to pursue for years to come.

**This is our strategic playbook.
It guides everything we do.**

Gratitude

Over the past decade, we have been the recipients of support from a wide range of people and Partners, without whom we couldn't have made it this far. We are forever grateful for this support in the work that we do.

www.allthequeensmen.net
ABN: 57 331 067 110
Incorporation Number: A01058851

This document was co-authored by Jennifer Barry, Tristan Meecham and Bec Reid ©

Image: Deborah Cheetham AO performs at *The Coming Back Out Ball*. Photo by Bryony Jackson.



We get up in the morning to...

Collaborate with communities of all shapes, sizes, and identities to generate transformative, creative experiences that champion equality, social health and connection.

The world we want to see is one where...

All communities fearlessly embrace joy, social justice, and their own creativity.

We believe that...

- **Pride** makes us stronger
- **Respect** keeps us grounded
- **Generosity** makes us richer
- **Activism** creates change
- **Radical Optimism** is the antidote the world needs right now!

We are committed to...

- Supporting communities to assert social agency on their own terms. No fear. No discrimination. No shame.
- Reflecting the values and practices of collaborating communities. Always listening, learning, and growing.
- Agitating for meaningful, relevant, and inclusive social change.
- Enhancing the creative power of communities.
- Amplifying the voices of those less heard.
- Forging an optimistic community spirit that cannot be contained.

Images from Congress, Fun Run, Toy, The Coming Back Out Ball, LGBTQ+ Elders Dance Club. Photos by Bryony Jackson, Studio Pal and Ben Vos.



We make change by...

- Producing arts projects of the highest quality with, by, and for communities, particularly those experiencing marginalisation.
- Collaborating with a gamut of outstanding artists, particularly those that embody non-dominant communities, practices, and discourses.
- Contributing to the arts, health, and community sectors by developing and documenting new models of creative practice, sharing knowledge, and learning from our peers.
- Partnering with local, national, and international collaborators to extend the reach, value, and impact of our projects.
- Adopting agile, innovative, and sustainable work practices that put people first.



Image: Jumess Dinanga performs at *Congress*, Wyndham City.
Image by Bryony Jackson.



Our Artistic Program

We operate in a landscape of arts companies, community organisations, health agencies, and public entities that offer a wide variety of programs and services under the broad categories of 'arts and community', 'arts and health', and 'arts and equity'. These players are our peers and allies, and sometimes, they are our collaborators and partners.

Within this dynamic and vibrant landscape, we have positioned ourselves as a unique producer of inventive arts projects defined by exceptional quality and a deep commitment to meaningful community engagement.

Projects have included spectacular, site-specific works of scale, pop-up interventions at a local level, intimate salons, indoor works for performance venues, bespoke workshops, showcase presentations, community celebrations and more.

Depending on the needs of each project, the community we are working with, the presentation context for each work, alongside

other factors such as timing and resourcing, our artistic program comprises four core activities:

1. Research and Development
2. Presentation of new work
3. Re-presentation of our existing work
4. Re-presentation of licensed content by program partners

We do this through co-presentations and creative partnerships, by commissioning original artistic work and responding to commissions from presenting and producing partners, and through the select distribution of licensed content by trusted program partners.

To us, success looks like...

- We asked the right questions, of the right people, at the right time, and collectively learned more than we could have imagined.
- Everyone had a good time; feeling valued, respected, seen and heard.
- The audience took us into their hearts and minds and still think about us.
- We made great art!

Images from Congress, Fun Run, The Coming Back Out Ball, LGBTQ+ Elders Dance Club. Photos by Bryony Jackson, Studio Pal, Duane Preston.





Our Team

Founding Artistic Directors **Tristan Meecham** and **Bec Reid**, assume shared responsibility for all aspects of ATQM's artistic program and organisational life.

Tristan Meecham is an artist who facilitates creative frameworks that enable social transformation; connecting community, audience and artists together in events that transcend the everyday.

Bec Reid is an Australian performer, producer and choreographer who encourages people to newly experience their worlds through physical, participatory, practical, collaborative and celebratory actions.

ATQM is expanding to engage local and national Artists and Producers to enrich our creative family and horizon.

Financial Management

ATQM's finances are managed by Auspicious Arts Projects, a not-for-profit arts organisation dedicated to helping artists create sustainable businesses. This arrangement offers accountability and flexibility, ensuring funding agencies and program investors can receive detailed financial reports in a timely and efficient manner, without the need for expensive administrative overheads.

Auspicious Arts Projects
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Governance

Everything we do is overseen by an energised board of Directors, all sharing extensive industry experience, strong fashion cred, and a wicked sense of humour.



Image: Bec Reid and Tristan Meecham in Hong Kong 2019.
Photo by Franco Yau.

Love
+
Art
+
Community