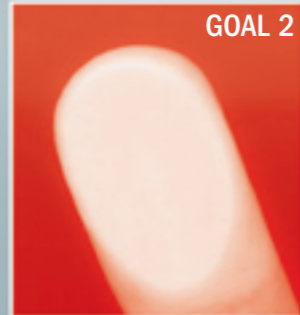
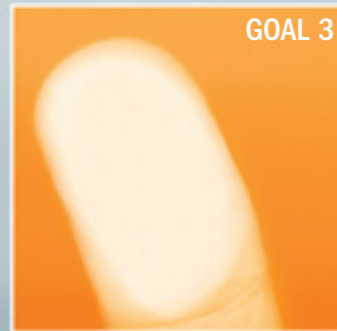


Vision, Promise and Goals



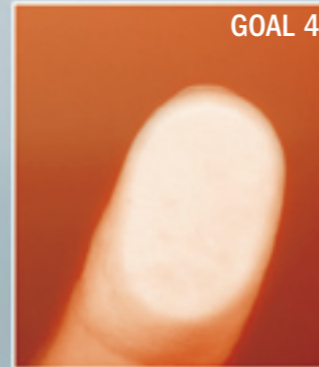
GOAL 2

Attract and engage a broad range of customers and provide compelling experiences that inspire them to return.



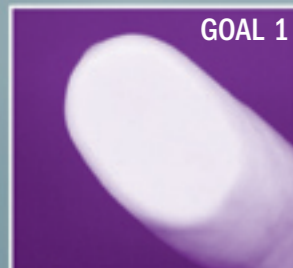
GOAL 3

Maintain and enhance the Sydney Opera House as a cultural landmark, performing arts centre and architectural masterpiece.



GOAL 4

Create a customer focused workplace where people are recognised for their contribution, realise their potential and are inspired to achieve outstanding results.



GOAL 1

Be Australia's pre-eminent showcase for performing arts and culture and an international leader in the presentation and development of artists and their work.

VISION AND PROMISE

OUR VISION IS TO EXCITE AND INSPIRE THE IMAGINATION.

OUR PROMISE IS TO TAKE PEOPLE ON A JOURNEY FROM THE ORDINARY TO THE EXTRAORDINARY INTO A WORLD WHERE THE INSPIRATION OF THE BUILDING OUTSIDE IS REFLECTED IN ALL WE DO.



GOAL 5

Invest in the performing arts, cultural activities and audience development by maximising business results of the Sydney Opera House and leveraging its assets, resources and brand.

GOAL 1

PERFORMING ARTS (page 10)

KEY OUTCOMES 2005/06

- ✓ New *adventures in the dark* (Playhouse) Program
- ✓ New Public Program (planning stage)
- ✓ Service level agreements review
- ✓ Strategic partnership agreements review
- ✓ New presenter survey implemented
- ✓ New Multi-Media Suite built
- ✓ New Commissions Program established

OBJECTIVES 2006/07

- Enhance Sydney Opera House Programs
- New Commissions of performing arts programs
- Successful *adventures* performance program 2007
- Implement Public Program
- Implement live broadcasts of performances
- Increase commercial strategy activity (100%)
- Concert Hall Acoustics ceiling reflector feasibility study
- Achieve 85% overall satisfaction - presenter survey

GOAL 2

BROADENING THE EXPERIENCE (page 22)

- ✓ Specific Portfolio customer initiatives implemented
- ✓ Online customer feedback/survey implemented (82% overall satisfaction achieved)
- ✓ Unified Customer Support System implemented
- ✓ Disability Access Strategic Plan approved and launched
- ✓ New tourism team in place
- ✓ Tour products updated
- ✓ New Asian language tours commenced
- ✓ Visitor Information brochure created
- ✓ Relationships with tourism industry improved
- ✓ SOH Stores joint venture partner selected

- Achieve 85% overall satisfaction - online customer survey
- Increase tour visitors by 17%
- Tour bookings available online
- Revitalise English language tour experience
- New high tea experience
- Disability Access Plan projects implementation (public access brochure, AART.BOX exhibition support)
- Increase partners for Unified Customer Support System consortium
- Renovate SOH Stores and tour desk
- New functions operator and business refresh
- New Strategic Web Plan

GOAL 3

BUILDING AND ENVIRONMENT (page 24)

- ✓ Concert Hall acoustics trial conducted and analysed
- ✓ Western Loggia complete and opened
- ✓ World Heritage Nomination documentation complete
- ✓ Signage Manual developed and approved
- ✓ New western roof shells lighting implemented
- ✓ 80%-85% target for Building Condition Indices (78% and 82% achieved)

- New offsite office accommodation (Customs House)
- Commence refurbishment work on the western foyer and new lift
- World Heritage Listing July 2007
- New Total Asset Management Plan
- Commence update of Strategic Building Plan
- New Information Systems Strategic Plan approved
- Develop Lighting Masterplan
- Smoke Management System upgrade
- Forecourt Infrastructure Upgrade
- Achieve 85% for Building Condition Indices (Building Fabric Index/Cleanliness and Tidiness Indices)

GOAL 4

PEOPLE AND CULTURE (page 32)

- * Enterprise Agreement 2006 negotiated
- ✓ Successful Safety Week
- * Reward and recognition program developed
- ✓ Conduct Employee Opinion Survey sample follow up survey
- ✓ Successfully complete three traineeships

- Enterprise Agreement 2006 finalised
- Successful Safety Week
- Reward and recognition program developed
- Successfully complete three traineeships
- Master of Arts Management collaboration with AIM
- Conduct Employee Opinion Survey

GOAL 5

GOVERNANCE (page 26)

- ✓ Strategic Plan reviewed and endorsed by the Trust
- ✓ SOH By-law 2005 proclaimed
- ✓ Enterprise Performance Measures developed and reporting commenced
- ✓ Australasian Reporting Award - silver achieved

- Strategic Plan review and endorsement
- Achieve targets in Enterprise Measures scorecard
- Trustee Code of Conduct review and endorsement
- Australasian Reporting Award Gold Award

FINANCIAL OVERVIEW (page 34)

- ✓ Tourism and Visitor Operations Pricing Policy
- ✓ Facilities Pricing Policy
- ✓ Performing Arts Pricing Review
- ✓ Philanthropy program framework implemented

- Philanthropy Program - implement Annual Fund
- Philanthropy Program - implement Capital Fund
- New Business Case training program

* Partially achieved