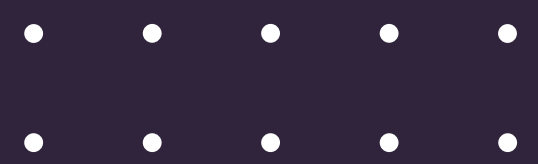




# MISSION STATEMENT, VISION, VALUES & STRATEGIC OBJECTIVES



# Mission Statement

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Music Network's mission is to make high quality live music available and accessible to all people throughout Ireland, as well as to support musicians to excel in the performance and creation of music.



# Vision

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Our vision is that live music is central to people's lives and wellbeing, and to the creation of a culturally rich society.

In pursuit of this, we will focus on increasing public engagement with live music and on supporting musicians to develop their professional careers at varying stages.



# Values

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## EXCELLENCE

We strive for excellence in everything we do - whether in management of resources, supporting musicians, developing audiences or progressing partnerships.

## ACCESSIBILITY

We are motivated by the desire to make live music available to everyone, regardless of location or circumstance, and to be equitable and inclusive in our approach.

## AGILITY

We aim to be flexible, dynamic and constantly adapting and innovating to remain responsive to the changing environment.

# Values

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## COLLABORATION

Partnership is in our DNA. We actively engage with a wide range of local, regional and national partner organisations to maximise our impact.

## PARTICIPATION

Increasing engagement with live music is at the heart of what we do. We advocate for, support, educate, and encourage people to find joy in music.

## INNOVATION

We embrace innovation through research, exploration and experimentation, to continue to challenge current thinking.



# STRATEGIC OBJECTIVES



# AUDIENCE DEVELOPMENT



## OBJECTIVE

- 1 Maintain and enhance quality, audience-focused programming, in line with our Artistic Programming Policy.
- 2 Deepen engagement with current audiences & develop new and diverse audiences for live music.
- 3 Advocate for the value of live music in society.

# MUSICIAN DEVELOPMENT



## OBJECTIVE

- 1 Provide performance opportunities for professional musicians both in Ireland and internationally.
- 2 Enhance career opportunities for musicians through curation, collaboration, commissioning, audience development and residency initiatives.
- 3 Provide musicians with a range of training, mentoring, funding and other supports to assist in their career development.

# PARTNERSHIP DEVELOPMENT



## OBJECTIVE

- 1 Diversify and strengthen Music Network's range of partners and funders in order to sustain and grow the work of the organisation.
- 2 Deepen engagement with key promoters through working together to provide exceptional audience experiences.
- 3 Work with our subsidiary company Music Generation to increase the impact of both organisations in the furtherance of learning, participation in and enjoyment of, live music.

# MN Music Network

