

# Out of scope

## 11. CORPORATE COMMUNICATIONS PLAN – BRUNSWICK

Section 40.2 introduced Section 40.2 Brunswick Communications to summarise the Corporate Communications project: Brief – to develop a corporate proposition and narrative for SW, furthering its position as a leading culture institution.

All of this work is informed by identifying a single, underlying proposition: *Dance Matters*, underpinned by 3 pillars: opportunity / artform / cultural value. Dance matters at every stage of life, as an art form and to society. This language and narrative sits comfortably alongside the existing vision, mission and values work SW has already completed

What next? Developing three sets of messaging with priority audiences in mind to test and roll out in build up to SWE opening. Also to draft an 18 month corporate communications strategy with activation ideas and tactics to support SW to embed this messaging and reach priority audiences and stakeholders.

# Section 43.2

## 12. AOB

Brief discussion around the impact of Brunswick's work. [Section 43.2](#) noted that recruitment had begun for (new role) Head of Policy & Advocacy who will assist with rolling out this strategy once completed. [Section 43.2](#)

Swan Lake patrons night 17<sup>th</sup> December; do join if you can.

There being no further matters to discuss, the Chair declared the meeting closed.

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CHAIRMAN