

Theory of Change

Our Theory of Change (TOC) maps the journey from inputs to long-term outcomes. It shows how our work leads to positive social impact.

The problems	Our response	The outcomes	In the long-term	Our vision
<p>The benefits of live performing arts are not shared by all young people.</p>	<p>We connect with young people and their communities by bringing live theatre to them.</p>	<p>Thousands of young people across Australia experience live performing arts.</p>	<p>Barriers are dismantled for young people to attend live performing arts.</p>	<p>A world where all young people are emboldened by creativity.</p>
<p>Australian content and stories for young people are in decline.</p>	<p>We only create Australian stories that reflects our diverse audiences and society.</p>	<p>Young people can make sense of their diverse experience of being Australian.</p>	<p>Young people understand the richness and complexity of what it means to be Australian.</p>	
<p>There are fewer opportunities for young people to develop emotional literacy.</p>	<p>Through our creative experiences, young people engage with their emotional and social worlds.</p>	<p>Young people learn skills to navigate their emotions and experience the joy of creativity.</p>	<p>Young people are empowered to navigate and shape their lives through creative experiences.</p>	

Our Theory of Change explained

The problems	Our response	The outcomes	In the long-term	Our vision
<p>The benefits of live performing arts are not shared by all young people.</p> <p>Young people miss out because of where they live, financial or other circumstances.¹</p>	<p>We connect with young people and their communities by bringing live theatre to them.</p> <p>To ensure that all young people can experience the magic of live theatre, 70% of our performances take place in regional and remote communities each year.</p>	<p>Thousands of young people across Australia experience live performing arts.</p> <p>Live, fun, and memorable performances broaden young people's views, ignite imagination, and foster empathy, creating impactful shared experiences—regardless of circumstance.</p>	<p>Barriers are dismantled for young people to attend live performing arts.</p> <p>These performances spark imagination and foster a deeper understanding of themselves and their place in the world, all within an Australian context.</p>	<p>A world where all young people are emboldened by creativity.</p>
<p>Australian content and stories for young people are in decline.</p> <p>Stories matter. They help young people understand who they are. With fewer Australian stories² reflecting our diversity, young people are missing out.</p>	<p>We create Australian stories that reflects our diverse audiences and society.</p> <p>We create and perform theatre that reflects the diverse experiences of young people, predominantly aged 3 to 8. Our performances highlight Australian values, culture, and environment, telling relevant stories that connect with our audiences.</p>	<p>Young people can make sense of their diverse experience of being an Australian.</p> <p>These stories connect to young people's lives, experiences, and environment, reflecting the diversity of Australian life and celebrating what makes us who we are.</p>	<p>Young people understand the richness and complexity of what it means to be Australian.</p> <p>By engaging with stories that reflect both Australia's diversity and the broader world, young people gain the confidence and insight needed to explore life with clarity and understanding.</p>	
<p>There are fewer opportunities for young people to develop emotional literacy.</p> <p>Understanding emotions is essential for building empathy, social skills and mental wellbeing. However, opportunities for young people to experience real-world moments that engage emotional learning have decreased over time. This limits their development³.</p>	<p>Through our live creative experiences, young people engage with their emotional and social worlds.</p> <p>We bring stories to life that help young people navigate emotions, understand relationships, and learn about their world. Our bold, imaginative productions aren't always serious—we also create moments of joy and fun.</p>	<p>Young people learn skills to navigate their emotions and experience the joy of creativity.</p> <p>Through engaging, imaginative stories, young people develop capacity to manage emotions, build relationships, and think creatively. They explore the world with curiosity, enjoying moments of fun and moments that spark joy.</p>	<p>Young people are empowered to navigate and shape their lives through creative experiences.</p> <p>Monkey Baa's theatre and workshops inspire young people, providing the creative tools they need to positively shape their lives and confidently face the world around them.</p>	

¹ In 2022, only 9% of young people in Australia aged 5-14 made it to a theatre performance, down from 21% in 2018 (ABS). We think that needs to change!

² For example, a 100% decline in commercial television expenditure on Australian young people's drama between 2019 and 2023 (ACMA) shows just how serious the problem is.

³ Notably, research shows excessive screen usage can lead to problems in social-emotional development including comprehension. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC10353947/>