



Strategic Plan

2026 – 2030

About this Strategic Plan

This Strategic Plan sets out both MusiQuE's strategic ambitions and the operational directions for the period 2026–2030. It is structured in three sections: Vision, Mission & Values; the MusiQuE Strategic Pillars; and the Enablers, which are the foundational elements that support the achievement of the strategic goals.

To support implementation, MusiQuE has developed an accompanying Action Plan translating strategic goals into concrete actions, monitored regularly by the Board.

01

Vision, Mission & Values

02

Strategic Pillars

03

Enablers

VISION

MusiQuE's desired long-term future and its ultimate aspiration for success

MISSION

MusiQuE's ongoing activities that contribute to achieving that future

VALUES

The principles that guide decisions and behaviours

STRATEGY

The set of choices and actions enabling the organisation's transition to its fulfilled vision

Mission & Vision

MISSION STATEMENT

Our mission is to support performing arts institutions in strengthening their artistic and educational impact through quality enhancement, consultancy and peer review services.

VISION STATEMENT

By 2030 MusiQuE is a globally recognised quality assurance agency; trusted, connected, and engaged with the performing arts sector.

Trust & Integrity

We act with professionalism, transparency, and independence in all our activities.

Commitment to Quality & Sustainability

We uphold and promote excellence, curiosity towards change, and continuous improvement.

Engagement with the Sector

We actively contribute to and learn from the wider performing arts community.

Respect for Diversity & Context

We honour the diversity of cultures and educational contexts in which we operate.

International Outlook

We bridge global perspectives and international standards with local realities.



Partnership & Collaboration

We work closely with institutions and stakeholders, nurturing meaningful and respectful partnerships.

Empowerment & Capacity Building

We support institutions and individuals to develop, grow, and realise their full potential.



Communication

INCREASING MUSIQUE'S VISIBILITY AND INFLUENCE

- Communicate regularly and efficiently about MusiQuE's services (review and consultancy), their relevance and benefits, and the added value of MusiQuE's international and arts-specific outlook.
- Grow MusiQuE's connections by reaching out to organisations in the arts sector, educational institutions at all levels.
- Advocate for a seamless cross-border quality assurance and for an expedited transition from compliance-driven to enhancement-led quality cultures in the sector.

STRENGTHENING PARTNERSHIPS

- Further develop MusiQuE's key partnerships with AEC, EMU, EAS and Pearle* to increase mutual benefits and joint undertakings.
- Grow MusiQuE's network by expanding collaborations with regional partner organisations, with students and society, with national and international quality assurance agencies.



Capacity- Building

UPSKILLING

Develop online and in-person training opportunities on quality enhancement and quality management for representatives of arts organisations.

Contribute to AEC's work in relation to capacity building in the sector.

INSPIRING THROUGH RESOURCES AND RESEARCH

Leverage MusiQuE's extensive report data to create and develop a specialised resource hub and evidence-based research on quality enhancement for education in the performing arts.



Services

SUPPORTING ORGANISATIONS ON THEIR ENHANCEMENT JOURNEY BEYOND THE REVIEW PROCESS

- Increase the relevance and benefits of MusiQuE's follow-up procedures in order to provide a solid support to institutions once they have completed a MusiQuE review.

INCREASING THE EFFICIENCY AND ADDED-VALUE OF MUSIQUE'S SERVICES

- Design specific procedures for institutions undergoing their second or third review procedure, enabling them to receive focused feedback.
- Adjust MusiQuE's Critical Friend Review Procedure to better integrate the outputs of Critical Friends into the final review procedure.
- Streamline MusiQuE's offer for consultancy services.

Enablers

Financial Sustainability

- Develop and implement a Financial Sustainability Plan enabling the implementation of this Strategic Plan and focusing on income generation, cost-mitigation, and growth of reserves.

Branding, Sales & Marketing

- Grow the number of organisations working with MusiQuE for the first time and increase returning organisations' engagement.
- Test and implement a CRM system (or similar software) to collect data and generate reports.

Professional Development

- Improve training and re-training opportunities for MusiQuE Peer Reviewers and offer sessions dedicated to Secretaries and Chairs.
- Ensure that Board and staff members' skills are reviewed annually in accordance with our risk register.
- Ensure that staff members are provided with opportunities for lifelong learning.

Internal Quality Assurance Policy

- Revise MusiQuE's Risk register and ensure its monitoring as part of the action plan 2026-2030.
- Expand and formalise our internal quality assurance system and ensure it is based on relevant data collecting and reporting.
- Review our governance, internal operations, and key documents to ensure they continuously reflect the feedback received for further enhancement.

External Quality Assurance

- Map MusiQuE's standards with the new European Standards and Guidelines (ESGs) following their publication in 2027 and make the necessary revisions to ensure MusiQuE's continued compliance with the ESGs and relevance to the sector.
- Ensure a successful external review for the renewal of MusiQuE's registration in EQAR in 2030.

Digitalisation

- Explore how MusiQuE can make a careful and responsible use of AI to support its procedures and actions.



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