President’s Report

It is hard to believe that my second year as President of the Board of Directors for Theatre Ontario has come to an end. Upon reflection, it is apparent that our organization has made several strides forward in creating a more collaborative and connected theatre community.

I am excited to see our Board of Directors develop to become more active and involved at both strategic and dynamic levels to assist our Executive Director and staff. This started with an innovation committee review looking at where Theatre Ontario has been and where we see our future. Building our direction and focus is key to our success.

Some of our accomplishments this past year range from the restructuring of our by-laws to rebranding the organization and creating an interactive website which will be revealed at our Annual Meeting and Celebration.

Funding for Theatre Ontario continues to be a major driver for change and we have and will continue to look at partnership and restructuring opportunities. Next Generation Showcase 2014 was a great example of these new partnerships being created from working with Soulpepper to the various theatre schools, to new workshops and networking events. Congratulations to Mairin Smit who joined Theatre Ontario this year and project managed a very successful Showcase!

Revenue generation is a must for us to continue to provide our services, festivals, training and support. This year we created a sponsorship committee which successfully raised money through advertisements on our website. Going forward, the board will continue to develop sponsorships and create events that will help us provide value and increase revenue. Our silent auction is one such event so please ensure that you check out the merchandise and make a bid or two!

I am proud that another new initiative has been the creation of our Youth Advisory Committee. As we look ahead, youth is the future for tomorrow and we must encourage and grow youth engagement within the theatre sector.

I would like to thank Carol Beauchamp who has been our very capable and dynamic Executive Director for the last two and a half years. Her strategic ideas, energy and enthusiasm for Theatre Ontario have set us up for a great future. Also, thanks to the staff employees who make it all happen and our Board of Directors who very much support this organization. Welcome to Bruce Pitkin who has served as our interim
Executive Director for the last couple of months and has very much jumped right in from day one. Theatre Ontario is a superb organization supporting the professional and community theatre sectors. Let’s continue to drive forward and stage our future.

Cam Lund, President, Board of Directors

Interim Executive Director’s Report

Our contribution and reach...

Theatre Ontario is the only coordinating organization that serves and connects all sectors of the theatre community in Ontario. We are a unique arts service organization that views theatre and the theatre community holistically and inclusively. We emphasize connecting theatre artists whether they be students, emerging professionals, experienced professionals or passionate amateurs to get the support, training and connections they need to make the transitions in their careers and to develop their art.

Theatre Ontario is a hub of inter-connectivity that encourages the sharing and transfer of knowledge and information from the professional sector to the community and educational sectors, and we facilitate this knowledge exchange through our online and in-person networking and learning forums. We are a channel for information and resources, and promote shows, news, and events for professional and community theatre companies alike. We connect the theatre community and deliver extensive programs and services efficiently and cost effectively.

We are active members of the ASO Learning Network, an informal network of Executive Directors of multidisciplinary Arts Service Organizations that have municipal, provincial and national mandates which provides effective knowledge sharing, networking and collaborative opportunities. We sit on the Advisory Council of ArtsBuild Ontario, Work in Culture, and Cultural Pluralism in the Arts Movement Ontario (CPAMO); as well as being an advisor and communications partner for the 14th Annual World Festival of Children’s Theatre which is coming to Canada in June 2016! This important festival is a project of the International Amateur Theatre Association (AITA) of which we are currently an associate member. We have recently entered into a collaborative partnership with Why Not Theatre - securing sponsorship for an Independent Theatre Creators International Training Scholarship - a great opportunity to expose artists and the local theatre community to international training.

We work closely with the community theatre sector through Western and Eastern Ontario Drama Leagues (WODL & EODL), QUONTA, and the Association of Community Theatres—Central Ontario (ACT-CO). Additionally we collaborate and meet regularly with PAONE, the Professional Arts Organization Network for Education, and the Sears Ontario Drama Festival, as well as our sister provincial theatre arts service organizations across Canada.
We continue to help artists make important career transitions through professional development, learning, networking and counseling services, as well as through mentorship and opportunities such as the Professional Theatre Training Program (funded by the OAC, the Ontario Arts Council, an agency of the Government of Ontario), and the Neil Munro Intern Directors Project at the Shaw Festival. We continue to support these artists through learning circles—giving a platform for information exchange and important career networking. We facilitate province-wide theatre forums, bringing theatre artists and organizations together to identify challenges and collaborative opportunities to provide innovative solutions. We provide continued support for theatre artists by providing counseling and networking, as well as referrals to professional opportunities. We post and distribute audition notices to our members—an important service for the professional community.

Looking back…

Our **strategic review and brand focus** has given us the opportunity to review our service programming to create enhanced value for the members, artists and theatre organizations that we serve by enhancing the learning, networking, and professional development opportunities that our programs provide, as well as “connecting the dots” between the programs as we help upcoming and new generation artists establish and/or make career transitions. This has been successful to date, creating maximum benefit by effectively structuring our staff and volunteer time, using our facility to maximum effect, and minimizing additional expenses. We will continue this focus on an ongoing basis to ensure that our programs and services remain relevant and vital.

We continue to enhance and promote our highly sought after core programs such as **Youth Theatre Training Program (YTTP)**, **Neil Munro Intern Directors Project at the Shaw Festival** and **Theatre Ontario Festival**. The **Professional Theatre Training Program** (PTTP, as well as, the YTTP are funded by the OAC) has been expanded to include Talk-Backs and Learning Circles which gives a welcoming opportunity for grant recipients to continue their professional development, and share their knowledge and skill with the wider community through these sessions.

> “First of all, I must express my deepest gratitude to Theatre Ontario for the incredible experience I had completing my PTTP. The opportunities that PTTP allows for artists to grow, transition and expand who they are and their knowledge within the arts industry is invaluable. I have encouraged many friends and colleagues to submit a PTTP application so that they can have similar opportunities to develop artistically... The experience I gained from Theatre Ontario’s Professional Theatre Training Program has only deepened my resolve to become an arts administrator and leader, and, hopefully one day, an Artistic Director.” - Ari Weinberg, PTTP Recipient 2013.

**Workshop Series** - Designed to be a flexible professional development and creative learning and networking program, has continued to build in strength throughout 2012.
and 2013 and has been greatly expanded. This series has allowed us to collaborate and partner with theatres and arts organizations across the province as we have been increasing our delivery of many of these workshops in communities beyond the GTA. We receive online feedback after each workshop, which allows us to tweak programming and create workshops as, when and where they are needed. Workshops have taken place in Toronto, Burlington, Thunder Bay, Kingston, Guelph, Ottawa, Sudbury, Waterloo, London, and Sault Ste Marie, and we are holding two or three workshops each month.

**Theatre Discussion Forums** - Initially partnering with Lucy White, we began a series of discussion forums bringing artists from theatre groups and organizations together to identify their challenges, and begin a dialogue to develop innovative solutions. This has been tremendously successful, and after the initial pilot in Aurora, we have held forums facilitated by Carol Beauchamp in Kingston, London, Sault Ste Marie, Georgetown, Oshawa, Merrickville and Collingwood. The networking, information exchange and energy created at these forums has been tremendous, with Theatre Ontario acting as the leadership hub for creating shared solutions. Another great panel discussion we held in collaboration with the CPAMO on diversity and inclusion in theatre was a resounding success with thought-provoking discussions facilitated by charles c. smith with Ravi Jain, Soheil Parsa, Yvette Nolan and Trevor Schwellnus.

**Association of Summer Theatres ‘Round Ontario - ASTRO** - Thanks to an ArtsLink bursary from the OAC, we were able to bring a number of our regional professional theatre members together for a facilitated two-day strategic planning and marketing session - Cheryl Ewing facilitated and the Festival Players of Prince Edward County hosted. This was a first for this group, with stimulating networking and working sessions, as well as speakers from Ministry of Tourism and Culture, as well as Regional Tourism Officer’s, resulting in a strong marketing focus as well as networking and promotional plans for 2014.

**Next Generation Showcase** - Our first step in changing things up at this annual event—where students graduating from post graduate conservatory theatre programs have an opportunity to “showcase, or audition” for industry professionals such as agents, directors, casting agents, and artistic directors—was the inclusion of a networking party which created tremendous positive feedback and enthusiasm from students, educators, and industry professionals alike.

> “You guys are golden. You are doing the theatre industry a great service by allowing the emerging artists to have a platform. It is Theatre Ontario and the new generations of artists that will shape the future of theatre. I have nothing but gratitude for you guys.” -Next Generation Showcase, Industry Guest

**Website and Communications** - Our web-based communications continue to show strong increases, with monthly Website unique page views increasing 14% from 2012, subscribers to our *Theatre Ontario Presents*... e-Newsletter up 20% from 2012, and over 2000 views monthly for our Audition Listings. Our social media presence
continues to expand with a 49% increase in followers on Twitter from 2012; as well as increases in monthly page views for our Blog; and followers on Facebook.

**Looking forward...**

*Mentorship, networking, collaboration and shared learning are a major focus for 2014.* We are continuing to focus on adding value to our programs, by creating partnerships to reach new and diverse audiences, and creating greater networking, learning and collaborative opportunities for our members and the theatre community to work together and share. New partnerships with *Soulpepper*, *Why Not Theatre*, and *Work in Culture* are one of the most significant impacts on this year’s programming. To achieve our goals we have been collaborating with a number of our member organizations to extend our programming throughout the province, and maximizing our own facilities to present our extensive networking series in Toronto. Our staff team work collaboratively in building and implementing our programs—as we expand our outreach and engagement with our members and the dynamic and diverse theatre community.

In 2014 we changed the venue of our Next Generation Showcase to The Young Centre for the Performing Arts. This has given us an opportunity to partner with the Soulpepper Theatre Company to provide a tremendous opportunity for each of the participating schools to attend resident artist talk-back sessions after their Showcase audition. Held in January, the event was hugely successful for the students and professionals who participated. Our follow-up questionnaires have indicated a resounding thumbs-up to the new venue, which has benefited both the participating students and the industry professionals alike by providing an intimate stage venue (**Michael Young Theatre**) that enables the performances to resonate. The networking parties (held at the end of each day of Showcase), both of which are sponsored, include artistic directors, casting agents, graduating students, faculty and working artists were held in the Atrium, have been successful beyond our predictions, with close to 350 people attending.

The Next Generation Showcase Panel Discussion held in the Tank House Theatre, was facilitated by Kristina Nicoll and included panelists Nina Lee Aquino (Co-Artistic Director of Factory Theatre), Derek Boyes (Resident Artist at Soulpepper Theatre), Robyn Friedman (Agent of AMI Agency), Andrew Lamb (Artistic Director of Roseneath Theatre), Larissa Mair (Casting Director and Artistic Director of Theatre by the Bay) and Derek Ritschel (Artistic Director of Lighthouse Festival Theatre).

This year we have partnered with Artistic Director Ravi Jain and Why Not Theatre to create a sponsored **Independent Theatre Creators International Training Scholarship**: providing training for two young emerging professional theatre creators at SITI Company in the U.S. This unique pilot expands our outreach and programming to young creators from diverse communities, and gives an opportunity for the successful applicants to receive international training, develop new creative skills, and to share their learnings with the Ontario theatre community.
**Professional Theatre Training Program** - In addition to being a career-enhancing experience for the grant recipients, mentors gain from this experience, and are energized and refreshed by working closely with highly motivated mentees. We have added two new elements to the Professional Theatre Training Program (PTTP) for 2014: The first of which is a seminar for all the recipients on **How to Get the Most out of Your Mentorship**. These seminars are facilitated by our Program Coordinator, former PTTP mentors, and former PTTP recipients. This is an opportunity for each new cohort of PTTP recipients to meet with former PTTP mentors and recipients, and to learn firsthand strategies on how to get the most out of their valuable mentorship and internship experiences. The second enhancement to this mentorship programming has been the development of **Learning Circles**. The **Learning Circles**, which have just begun with the Fall 2013 cohort, take place 3 or 4 times throughout the year, and will give mentees the opportunity to share their experiences with one another, and learn from each other as they explore new practices and further develop their career, and networking resources. To date this new programming has met with an enthusiastic endorsement from all the participants.

Our **Workshops Series** will continue to be a strong programming element for 2014, and we have partnered with Work in Culture to share web-based learning and resources for business skills for artists throughout the province, in addition to exploring webinar technology with Orchestras Canada. This collaborative partnership gives us an opportunity to actualize online learning for our members, and to pool resources for training and events outside the GTA.

As part of our goal to engage audiences and highlight **Theatre Ontario Festival** to a broader audience, our committee has engaged Chris Hadfield as the Honourary Festival Chair at our week-long Festival which will be held in Sarnia in May of this year. A number of workshops have been planned, and a public play reading is being scheduled for this event too. This will also be the culmination of the year-long Community Theatre Forums, which Carol Beauchamp will be facilitating.

**Theatre Discussion Forums** - the first phase of our discussion forums will conclude with forums in North Bay and Peterborough. The phase one conclusions, and plans for the second phase of the province-wide discussion forums will take place at Theatre Ontario Festival May 2014 in Sarnia.

**Weekend Intensives & Summer Intensive Residential Courses** - Our Summer Theatre Intensive courses have been running very successfully for a number of years. These intensives are week-long residential courses, facilitated by professional instructors, and generally hosted at a university location. For 2014, we will be returning to Wilfrid Laurier University in Waterloo. The summer intensives are an incredibly valuable source of training for community theatre artists, young artists beginning their career, and students of university theatre programs, and we continue to receive rave reviews from attendees and the demand for future courses. We have been exploring weekend intensives during the current year and will continue to tweak the programming for the balance of 2014. In the meantime, our brochures for our annual
Summer Theatre Intensive in Waterloo were distributed beginning in March, and were the first pieces of our marketing material to include our new logo and branding!

**Youth Programming.** One of the most significant changes in the past year is the engagement of our Youth Advisory Committee in taking the lead in helping us develop a strong youth voice and programming that will engage with the youth community. In 2013, Carol Beauchamp worked with Community Youth Arts Consultant Robin Sutherland to develop a Youth Engagement Strategy. One of the initial goals of this strategy was the development of a Youth Advisory Council (YAC) with a province-wide membership and reach.

The YAC are working with the Youth Engagement Strategy and are developing collaborative initiatives. This amazing volunteer committee is made up of young, passionate theatre artists, community-engaged students and innovative theatre creators. This seven member committee which is led by Sarah Siddiqui and Marilee D’Arceuil, meet bi-weekly at our offices on evening or weekends. This highly focused and energetic group are reaching out first to Toronto-based organizations with a community-engaged youth focus, to develop collaborative partnerships for the future.

We are also collaborating with our suite mates from the Arts Network for Children and Youth (ANCY) to develop strong community-based partnerships and learn best practices.

**Thank you’s…**

I would like to acknowledge the continued support that we receive from the Ontario Arts Council, the Ontario Trillium Foundation, and the Toronto Arts Council as well as the support of our private sponsors including Sun Life Financial, Culture One, Sheridan College, Randolph Academy for the Performing Arts, Alumnae Theatre and Sam Marinucci- thank you! Thanks also to the many theatre companies that provide ticket discounts to members of Theatre Ontario.

To our fantastic Board of Directors, I would like to thank our Board President Cam Lund for his leadership, and acknowledge the individual members of the Board including: Betsy Chaly, Kenny Chan, Kevin D. Clarke, Paul Groulx, Elley-Ray Hennessy, Tabitha Keast, Helen Landry, Marcella Maduri, Mark Mooney, Kristina Nicoll, Liz Schell, Ted Sellers, Deb Sholdice and Joanne Williams.

I would like to thank our staff at Theatre Ontario for all their diligence and dedication over the past year. Special thanks to Anne Mooney our Community Theatre Coordinator, Brandon Moore our Communication Coordinator, Cornelia Persich our Education Coordinator, and Mairin Smit our Program Coordinator. We have also welcomed Ashleigh Addison (Outreach Coordinator), Roxanne Joseph (Fundraising Coordinator), and Katya Senyshyn (Development Coordinator) who will be part of the team until February 2015.
Finally, I would also like to extend a very special thank you to my predecessor, Carol Beauchamp, who we said goodbye to in February. The energy, vision and insight that Carol brought to the world of Theatre Ontario will be missed and not soon replicated. She touched everyone she met with her humour, intelligence and most of all, her love of theatre. We will miss you, Carol, but your inspiration will never leave us.

Bruce Pitkin, Interim Executive Director

Staff Reports

Roxanne Joseph, Fundraising Coordinator

I am excited to be assisting Theatre Ontario with fundraising and sponsorship initiatives. I am hoping to provide a foundation by researching various strategic methods that will successfully acquire funds through collaborating with our Executive Director and Board’s Sponsorship Committee.

As a recent employee, it has been delightful to lend my energy towards supporting an organization that is committed to theatre artists, practitioners, professionals and patrons.

I believe being a part of Theatre Ontario’s newly created Development Team (Katya and I) is vital because together our goal is to secure fiscal sustenance and people resources beneficial for Theatre Ontario to thrive and survive.

Anne Mooney, Community Theatre Coordinator

For the past year a major focus for community theatres has been the Theatre Ontario Forums. These Forums took place in all regions of the province and were extraordinary sharing sessions. A culminating Forum is being planned and will occur at Theatre Ontario Festival in Sarnia. The information gleaned from the Forums is helping Theatre Ontario plan future outreach to community theatres.

This year six trainee adjudicators successfully completed “trial” adjudications and will be joining the Theatre Ontario Talent Bank in the Adjudication category. It was a fascinating process and a positive experience for the trainees, the Adjudicator mentors, and the participating groups. Thank you to everyone who helped to make this process such a success.

Theatre Ontario Festival 2013 was held in Kingston hosted by Domino Theatre at their recently opened performance space. Audiences were delighted by exception performances by Theatre Night in Merrickville, Theatre Ensemble (Windsor), Markham Little Theatre and Espanola Little Theatre.
Brandon Moore, Communications Coordinator

Ontario’s theatre community is vast and diverse—in practice, in geography, in age, in experience—but the one thing I think we all have in common is that the demands and competition for our attention are significant. So I try to never take that attention for granted.

For me, that starts with listening—in person, on Twitter, in your emails—to what’s happening in your community, and what your community needs.

That also means that when we’re speaking, whether it’s an issue of Theatre Ontario Presents..., a blog post, a tweet—whatever it is that’s asking for your attention—it’s meaningful, perhaps not for all of you, but at the very least easy for you to “triage” for relevancy.

Thank for your continuing, positive feedback to improve the value of these channels. We’re seeing positive response with increased following and—most valuably—increased engagement with you.

This coming year we’ll continue to explore ways to share with you in meaningful ways on all of our communications channels.

Cornelia Persich, Education Coordinator

In 2013 the Education team offered 39 workshops, 6 forums, 2 talkback sessions, 1 Showcase and 1 week of Intensive Theatre Training. We have reached out to the communities of London, Guelph, Thunder Bay, Merrickville, Oshawa, Sault Ste. Marie, Georgetown, Ottawa, Waterloo, Blyth and Aurora. We sent out certificates to all the high school regional winners of the Sears Ontario Drama Festival and we facilitated a scholarship to Stratford’s Shakespeare school for the student winner of the Festival. We also continue to honour high school students with Certificates of Excellence by application from their teachers.

Katya Senyshyn, Development Coordinator

Having worked at Theatre Ontario for only a month, it is difficult for me to sum up what I’ve brought to the organization in more than a couple of sentences. What I can do, however, is let you in on what I plan to achieve over the remainder of my contract.

I wish to continue reaching out to donors, prospective donors, members, current members, advertisers and prospective advertisers. Depending on our relationship with current donors, I will figure out how to fully engage and maintain their support.
for future programs. I will be consistent, I will make them feel loved. Life-time support is the goal, and the same goes for members. Advertisers? Hey, I’ll incentivise them with our fabulous marketing packages we’re soon working on that they’d be crazy not to take us up on.

Watch lots, listen more, ask a million questions. That might get annoying at first, but should hopefully assist in my getting stuff done. Ultimate plan: fill this position at Theatre Ontario in a manner that regardless of my contract ten months from now, my skills will be missed when I’m gone!

Mairin Smit, Program Coordinator

I was honoured to join the Theatre Ontario team in the summer of 2013 and it has been a busy year of growth and development in our many programs. For example, the Professional Theatre Training Program saw expansion of support we offer our grant recipients through the introduction of How to Get the Most Out of your Mentorship discussions and Learning Circles. These sessions provide peer learning and networking opportunities for participants and provides a forum for them to discussion the successes and challenges of their mentorships.

This year we also expanded programming for our annual Next Generation Showcase, which saw the event move to the new venue of the Young Centre for the Performing Arts. Expanded sponsorship allowed us to host artists talkbacks, a panel discussion and two networking parties which allowed students, instructors and industry professionals to connect after each audition day.

This fall also saw the formation of the Theatre Ontario Youth Advisory Committee, on which I act as staff advisor. It has been a delight to work with this dynamic group of young people as they reach out to the theatre community across the province and explore how we can encourage youth engagement in theatre. I look forward to continuing this work with them throughout 2014.

How Are You Connected With Theatre Ontario?

Theatre Ontario has a number of options for you to “choose your conversation” with us:

- **Subscribe** to the Theatre Ontario Blog at: [www.theatreontario.blogspot.com](http://www.theatreontario.blogspot.com)
- **Follow** Theatre Ontario on Twitter at: [www.twitter.com/theatreontario](http://www.twitter.com/theatreontario)
- **Like** Theatre Ontario on Facebook at: [www.facebook.com/theatreontario](http://www.facebook.com/theatreontario)
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Marinucci & Company (Sandra Tulloch Award for Innovation in Arts and Culture)
Sheridan College (Next Generation Showcase)
Alumnae Theatre (Maggie Bassett Award)
Envision Online (Website Secure Order Forms)
Culture One (Banners)

We also welcome the following new sponsors in 2014

Nekison Engineering & Contractors / artsVest Toronto, run by Business for the Arts with the support of Canadian Heritage and the Toronto Arts Council (Independent Theatre Creators International Training Scholarship)
Soulpepper Theatre (Next Generation Showcase)
Randolph Academy for the Performing Arts (Next Generation Showcase)

Theatre Ontario Personnel

Board of Directors
Cam Lund (President), Deb Sholdice (Vice-President), Kevin D. Clarke (Secretary), Joanne Williams (Member-at-Large), Betsy Chaly, Kenny Chan, Paul Groulx, Elley-Ray Hennessey, Helen Landry, Mark Mooney, Kristina Nicoll, Liz Schell, Ted Sellers

Staff
Interim Executive Director .......................................................... Bruce Pitkin
Community Outreach Coordinator ............................................ Ashleigh Addison
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Education Coordinator ......................................................... Cornelia Persich
Development Coordinator .................................................... Katya Senyshyn
Program Coordinator ............................................................ Mairin Smit

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