Strategic Plan 2015-2018

Adopted May 16, 2015
Theatre is our most visceral form of storytelling, a living and breathing collaborative art form. Theatre Ontario is committed to ensuring that theatre stays strong, vibrant and sustainable in our province, an ideal for Ontarians today and in the future.

As Ontario’s champion for theatre, we advocate for growth, cultivate theatre resources, provide educational opportunities, foster collaboration within the theatre community, and build innovation into everything we do.

Theatre in Ontario needs a unified and compelling voice to grow, to keep telling our stories. We are Theatre Ontario, and we are staging our collective future.
Vision & Mission

• Our Vision: A vibrant and sustainable theatre community for all Ontarians.

• Our Mission: To be the champion of theatre in Ontario through education and advocacy.
Core Values

• **Connectivity**  *We build an inclusive theatre network.*

• **Diversity**  *We represent, respect and support the diverse needs of our stakeholders.*

• **Opportunity**  *We create valued training and development experiences.*
Our Goals

• Increase program relevancy

• Increase stakeholder awareness & engagement

• Increase revenue through diversification

• Increase human resource effectiveness

• Increase board effectiveness
Increase Program Relevancy

Theatre Ontario will focus on:

• Program Assessment
  • By maximizing program participation
  • By assessing current state of programs

• Program Innovation
  • By enhancing program offerings
Increase Stakeholder Awareness & Engagement

Theatre Ontario will focus on:

• Communications
  • By enhancing communications with stakeholders

• Advocacy
  • By enhancing advocacy efforts and promoting those efforts to stakeholders
Increase Revenue through Diversification

Theatre Ontario will focus on:

• Improving membership retention & acquisition
• Being proactive in exploiting foundation opportunities
• Maintaining and enhancing relationships with our funders
• Securing a major sponsor
• Enhancing individual & Board giving
• Increasing revenues from advertising, workshops, publications
Increase HR Effectiveness

Theatre Ontario will focus on:

• Allocation of human resources
• Compensation
Increase Board Effectiveness

Theatre Ontario will focus on:

• Recruitment
• Orientation
• Engagement
• Evaluation