

CDA ~ ACD

The Canadian Dance Assembly ~ L'Assemblée canadienne de la danse

May 1, 2003

Dear friend of dance in Canada,

Just over a year ago, the Canadian Dance Assembly was launched – to benefit professional dance throughout Canada, regardless of form or aesthetic. Since that time, progress on a number of fronts has been made in the development of this new organization, though not necessarily evident to the community at large at this time.

As we all know, even the best laid out plans are not always achieved in the short-term. The main challenges facing professional dance in Canada stem from a lack of national representation, communication, and coordination. The CDA was developed to address those needs. When launched in April 2002, somewhat naively, we thought we could build an organization rapidly and get down to work. Our growth pattern has proven to be much slower than we anticipated.

It will take time to realize our mandate and its potential. A major challenge to the development of dance, and I have now realized in establishing the CDA, is in establishing patterns and an environment favourable to meet the needs of the community. This is a real need. It takes time and resources to address these challenges, two things that are lacking significantly for dance. The CDA needs to improve its organizational capacity, produce a clearly articulated 3-year strategic and financial plan, strengthen governance, and engage the constituency through consultations, membership recruitment, and membership activities. These are things I think we can accomplish in 2003-2004, now that a foundation has been built.

By taking these steps, the CDA can work toward realizing its mandate and its full potential. In the coming year, we will be reaching out to the community to build the mechanisms and processes by which, together, we can realize a better future for professional dance in Canada.

What's happened so far?

- ✍️ In the past year, over 50 organizations and individuals from across Canada have joined the CDA. These founding members took a leap of faith in the future of professional dance in Canada, and in our ability to work together to improve the conditions for professional dance.
- ✍️ The broader arts community has been very supportive of dance “being back at the table”. The CDA is increasingly involved in pan-cultural sector discussions and initiatives through the Canadian Conference of the Arts (CCA), the Cultural Human Resources Council (CHRC), and in discussions with Canadian Heritage and the Canada Council for the Arts.
- ✍️ Six (6) Standing Councils have formed: Ballet Companies, Dance Companies, Dance Presenters, Service and Support, Independent Dance Artists, and Dance Consultants and Freelancers.

✍️✍️The first representative National Council of the organization was formed – through a process of nominations, elections and appointments in the month of October 2002 – and replaced the Founding National Council. This first representative National Council of the CDA held its inaugural meeting on November 30 and December 1, 2002 in Toronto. We have begun the development of a more realistic plan toward realizing the potential of our organization's mandate.

✍️✍️The CDA established its permanent home in Toronto at the Historic Distillery District Complex (an Artscape project). The Distillery District Complex will house over 60 arts organizations and individuals, and is already becoming part of a diverse and lively local arts community. The CDA secretariat is therefore housed in an inspiring and exciting locale, a place where the organization can continue to work toward its goals and focus on the national dance community.

So, what does it do?

The CDA works in advocacy and education...

As an active member of the Canadian Conference of the Arts, through affiliations with other regional and national arts service organizations, and through its own activities, the Canadian Dance Assembly monitors federal policy and programs affecting professional dance in Canada. Where advocacy is required, the Executive Director, in tandem with the National Council, spearheads advocacy actions.

The CDA works in research and development...

Through research and development projects, we learn about our community, the challenges facing us, and the areas where improvement is required. We are actively participating in the *National Study of Professional Dance in Canada*, the Cultural Human Resources Council cultural sector compensation study, and in the *Creative Management in the Arts* project. We are also looking to undertake a review of current cultural policy and programs that affect professional dance, and to undertake a compensation and benefits study of the professional dance community (artists and administrators).

The CDA works in communications and information exchange...

Through our newsletter, *Danc/se Canada!*, and through *Danc/se Canada! Bulletins* (both disseminated on an ad-hoc basis for now), the members of the Canadian Dance Assembly and other stakeholders are kept abreast of the CDA's activities (in both official languages). Our website: www.dancecanada.net is a bilingual hub for information on professional dance in Canada. The website continues to be updated to reflect the current reality of the organization and we are exploring Internet technologies and potential applications to improve pan-Canadian communications, market outreach, as well as public relations, education about dance in Canada, and to improve the visibility and accessibility of dance to the general public.

The CDA works in professional development...

Through associations with our partners in the performing arts, PACT, Orchestras Canada, and Opera Canada, the CDA has been an active observer in the Arts Leadership Network (ALN). Through work at the CCA and the CHRC, the CDA is seeking ways to improve professional development opportunities for its membership and its broader constituency (the dance community, non-affiliated). The CDA will develop professional development plans and workshops for its inaugural conference, now slated for the spring of 2004.

Where do I fit? Why is this important to me?

If you work in professional dance, or if professional dance in Canada is important to you, you are the very reason why we exist. The CDA strives to cultivate a strong national voice for Canadian professional dance and to support the development of resources for this field of artistic expression. We aim to meet the needs of a growing and increasingly diverse professional dance milieu in Canada. But we cannot do this alone.

The CDA is a membership based and driven national arts service organization. It is the members of the Canadian Dance Assembly who interact and communicate, propose ideas and represent the organization. The CDA is developing the mechanisms to make this more possible than ever before, and that is why our next steps are about connecting and consulting with the community and developing dialogue about the needs of professional dance in Canada.

Add your voice... by becoming involved.

We hope that you consider joining and being actively involved in this growing voice for professional dance in Canada. Now that a foundation exists, the CDA can endeavor to reach its full potential. We hope you will join us on this journey, and together, we will strengthen the conditions for professional dance in Canada.

Membership in the Canadian Dance Assembly is available to **all** Canadian dance professionals, meaning any and all persons or organizations engaged in activities related to professional dance in Canada, including dance organizations, training organizations, presenters, individual artists, academics, researchers, arts service organizations, and journalists, among others.

Caucus... join forces... be heard.

Members who join the organization may elect to participate in, or to create, a Standing Council. Standing Councils are natural groupings within the professional dance milieu. 6 such Standing Councils have formed thus far (see above).

Each Standing Council elects a representative to serve on the National Council (the governing body) of the organization, thus the interests of the Standing Council are represented in the decision making process. Additional appointments are made to the National Council by the elected representatives to balance the National Council in consideration of regional, cultural and sectorial diversity, as well as Aboriginal representation, gender representation, and generation representation.

Direct your organization.

The National Council meets 2 – 4 times a year, and maintains ties through distance communication tools. The Executive Council, elected by and from the ranks of the National Council, guides the operations of the organization, and manages the work of the Executive Director, who is engaged by the National Council to work on behalf of the organization.

If the Canadian Dance Assembly is to become a catalyst for transformative change, if it is to become a strong vital part of the community, the time needs to be afforded it to build its capacity to reach its full potential. Our mandate is clear, but difficult. It is not easily quantifiable, but rather, qualities will become apparent when we begin to realize our mandate.

I encourage you to become involved and to become a member of the Canadian Dance Assembly. Our collective voice is already making a difference on the national scene, and by working together, we can address the challenges facing our milieu.

If you have not done so already, I encourage you to visit our website at <http://www.dancecanada.net> to find out more about the Canadian Dance Assembly. If you have any questions, please do not hesitate to contact me at your convenience, either by telephone at 416-515-8444 or by email at: executive.director@dancecanada.net.

The journey is ours to take together.

Respectfully yours,

A handwritten signature in black ink, appearing to read "Hamal Docter", written in a cursive style with a large loop at the end.

Hamal Docter
Executive Director
Canadian Dance Assembly

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Membership Application/Renewal Form

1. I wish to join the Canadian Dance Assembly as an (check one only):

- Organizational Member (please complete section 2, 3 and 4 of this form)
 Individual Member (please complete section 2, 3 and 5 of this form)
 Supporter (please complete section 3 and 5 of this form)

2. Select a Standing Council (check one only):

- Ballet Companies Dance Companies Dance Presenters
 Independent Artists Service & Support Freelancers
 I would like to see a Standing Council for (specify): _____

3. Please make a cheque payable to the Canadian Dance Assembly as per the fees table:

Organizations	Rate	Range
Operating Budget of \$0 - \$99,999	Operational Revenues* X 0.0008 <i>(0.8% of Operational Revenues)</i> from a minimum of \$100 to a maximum of \$1200	\$100**
Operating Budget of \$100,000 - \$199,999		\$100 - \$160**
Operating Budget of \$200,000 - \$499,999		\$160 - \$400**
Operating Budget of \$500,000 - \$799,999		\$400 - \$640**
Operating Budget of \$800,000 - \$1,499,999		\$640 - \$1200**
Operating Budget of \$1,500,000 - \$1,999,999	\$1,250	\$1,250**
Operating Budget of \$2,000,000 +	\$1,500	\$1,500**
Arts Service Organizations	\$100	\$100**

*Note: Calculations for membership dues are based on the overall operational revenues (not including revenues for capital infrastructure or endowments funds) stated in the **most recent fiscal year's audited financial statements** (or unaudited financial statements, as the case may be).

**Note: All Founding Organizational Members (those which joined the CDA from April 9, 2002 – October 31, 2002) and renewing their memberships for the 2003 membership period receive a 15% discount on their membership dues, based on the above membership dues structure.

Individuals	Rate
Individual Members	\$40***
Supporters	\$40***

***Note: All Founding Individual Members and Supporters (those which joined the CDA from April 9, 2002 – October 31, 2002) and renewing their memberships for the 2003 membership period receive a \$5.00 discount on their membership dues, based on the above membership dues structure.

4. Organizational Members - Please complete the following:

Organization: _____

Address: _____

City: _____ Province: _____ Postal Code: _____

General Phone #: (_____)_____-_____- Box Office Phone #: (_____)_____-_____-

Fax: (_____)_____-_____- General Email Address: _____

Internet Address: http://_____

Your organization can choose to identify two representatives to the Canadian Dance Assembly. Representative 1 will be considered the primary contact.

Representative 1:

Prefix: _____ First Name: _____ Last Name: _____

Title: _____

Direct Phone # or Extension: _____ Direct Email: _____

Representative 2:

Prefix: _____ First Name: _____ Last Name: _____

Title: _____

Direct Phone # or Extension: _____ Direct Email: _____

5. Individual Members and Supporters - Please complete the following:

Prefix: _____ First Name: _____ Last Name: _____

Address: _____

City: _____ Province: _____ Postal Code: _____

Direct Phone #: (_____)_____-_____- Alternative Phone #: (_____)_____-_____-

Fax: (_____)_____-_____- Email Address: _____

Internet Address: http://_____

**Please mail to:
Canadian Dance Assembly
55 Mill Street, Suite 312, Case Goods Building
Toronto, ON M4Y 1E2**