



CADA-ON ANNUAL REPORT 2012/13

September 28, 2013

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MISSION STATEMENT

CADA-ON is a non-profit organization that empowers and educates its membership of dance artists towards the use of best practices within an evolving sector.

ABOUT CADA-ON

CADA-ON was formed in 1986 in response to impending Status of the Artist Legislation in Canada and incorporated in the Province of Ontario in 1995 to improve the status and working conditions of dance artists. We are a grassroots arts service organization and work to empower and educate members towards self-representation. Our major sphere of activity is best practices and our guide, Professional Standards for Dance (PSD), is a living document responding to the sector. It was first published in 2003, Version 2 was published in 2009 and Version 3 will be published spring 2011. We support our mission with resources including professional development tools and research and development in areas affecting artists' economic status. The CADA-ON model reflects a community in which an artist's roles are fluid amongst contractor, contractee or member of a collective and is an alternative to the traditional labour/management model. We address the needs of a community in which the vast majority of artists are self-employed.

CADA-ON collaborates with many other organizations and increasingly functions as part of a community of practice and agent for change within networks. Our relationships include sharing our membership of individual artists through joint membership with Canadian Dance Assembly and acting for Status of the Artists issues within the Coalition of Provincial Arts Service Organizations (PASO Coalition).

CHAIRS' REPORT
Michael Caldwell

Reflecting on this past year at the Canadian Alliance of Dance Artists - Ontario Chapter (CADA-ON), it is hard to believe that this was only my first as the chair of the organization. What a beautiful whirlwind of activity!

This year at CADA-ON has been defined by ***strengthening the foundation, improving our visibility, and making connections.***

The beginning of the year was spent in reflection - seeking an understanding of "why" we do what we do. The launch of our community consultations program is a response to this question and it is an immensely important part of **strengthening the foundation** of CADA-ON. In conversation with dancers, choreographers, and administrators from the urban/street dance and African diaspora communities, we've gained important insight, that will help to shape CADA-ON's future. This valuable program will continue in the future, as we seek to understand more and more about the diversity of the individual dance artist.

We've also continued to strengthen our most important programs/services - the Professional Standards for Dance, the Training Subsidy Program, and our Professional Discounts, by initiating a planning process for Version 4 of the PSD, raising the awareness and the use of the TSP, and securing a even more discounts for all of our members.

We've **improved our visibility** through the re-design and creation of three key communications tools: the logo, the website, and a new promotional video. My thanks to Mikaël Lagoviez for his work on a stunning new brand for CADA-ON, which brings us into a new age (we've come so far in 27 years!). And my thanks to Andre Kassermelli for his tireless work on the promotional video and the professional development videos (soon to come!)

This year has also been important because of the **connections** we've made as an organization. We've made lasting and sustainable business connection with the Cabbagetown BIA and various dance studios throughout the city. We've met with the various arts councils and the City of Toronto's Economic Development & Culture Division to seek ways to partner and reach a broader community of dance artists. Our attendance at the Arts Caucus on Parliament Hill in Ottawa and our membership in the Canadian Arts Coalition strengthens our voice as advocates for the dance sector. We've started a strategic partnership with the Dance: Made in Canada Festival, that we wish to use as a model to expand our reach to other major events in the city, and we've even made connection to a group of dance artists in the Yukon!

We've had more members than ever before and we are on pace to top that number in the coming year. We've also seen an increase in the diversity and variety of dance styles and forms represented in our membership, truly reflecting the Canadian make-up. And with over 20% of our membership coming from outside of Toronto, our outreach efforts are working as we include members from other major dance centres in Ontario, and throughout Canada.

As we wrap up 2012/13 (our second year with our current administrative structure), we have found a place of sustainability and continued growth that works for the organization as a whole. The groundwork has been laid and we are poised to push further, work harder, and speak louder

in the coming year.

My heartfelt thanks to Chrystine for her tireless work for CADA-ON and her dedication to the dance community. She is a strong advocate and we are grateful to have her on board. My thanks to the board of directors for voluntarily giving their time and energy. Our generous funders deserve recognition for their continued commitment to the individual dance artist. And lastly, thank you to all of our members, for your voices and your energy and your artistry.

Treasurer's Report

Jennifer Dallas

Please see the 2011/12 audited financial statements.

CADA-ON 2012-13 Board of Directors

Executive Committee

Michael Caldwell (Chair)
Andrea Roberts (Vice-Chair)
Jennifer Dallas (Treasurer)
Brodie Stevenson (Secretary)

Members

Amanda Acorn
Mairéad Filgate
Julye Huggins
Ofilio Portillo
Bageshree Vaze

Administrative Director's Report

Chrystine Williams

This past year at CADA-ON has been an exciting year full of wonderful new projects. With the leadership of a hard-working and dedicated Board of Directors we were able to not only sustain our activities with a part-time structure, but also move forward with initiatives that will lead CADA-ON to new and exciting places. CADA-ON has a very bright future!

Membership

2012/2013 Final		%	Compared to 2011/2012	%
Total # of members	189		183	
New members	48	25%	38	21%
Renewals from 2011/2012	135	71%	132	72%
Renewals from past years	8	4%	13	34%
Category Breakdown				
Professional Artist	119	63%	123	67%
Emerging Artist	57	30%	45	25%

Associate	13	7%	13	7%
Lifetime	2	1%	2	1%
Geographical Breakdown				
Members in Toronto	134	71%	125	68%
Members in Ontario	176	93%	172	94%
Outside Toronto	42	22%	49	27%
Out of Province Members	13	7%	9	5%

An active Board-based Membership Committee has been working towards seeking new members for CADA-ON, as well as engaging lapsed members from previous years. Our increase in new members is continuously moving in a forward direction, and so we are working harder than ever on retaining and re-engaging former members. This includes outreach events, personal solicitations and deeper discussions about CADA-ON and its role in the community.

Moving forward we plan on exploring new ways to engage with potential members outside Toronto by creating partnerships with organizations like Dance Ontario to facilitate our membership outreach activities.

CADA-ON began a series of community consultations with members of the Street Dance and African Dance communities. With the help of an Arts Service Project grant from the Ontario Arts Council, we were able to hire Soraya Peerbaye to plan and facilitate a series of discussions about CADA-ON's current relationship with these communities and about building stronger, more meaningful relationships moving forward. The goal of these consultations is to figure out how CADA-ON could not only better communicate and form relationships with these communities, but how their needs could be reflected in the day-to-day activities and services in an organization like CADA-ON. What are their training styles and needs? How do they define themselves as professional artists? What kind of fees to they charge and how are those fees reflected in our Professional Standards for Dance? Through these discussions, we will reconsider the way we express our mandate and describe our services to be more inclusive and to accommodate the inherent differences of each genre.

We are currently at 179 members for the 2013/2014 year.

Training Subsidy Program

	2011/12	2012/13
Total Eligible Members	168	178
# of Participating Members	91	112
% of Participating Members	54%	63%
Total Reported Artist Spending	\$50,020	\$58,996
Average Reported Artist Spending	\$549	\$526.75
Total CADA-ON Disbursement	\$23,499	\$28,383
Average Disbursement	\$258	\$253
Cap	\$300	\$300

In 2012/2013 use of the TSP by eligible members increased by 9 percent, with members spending an average of \$526.75 on training costs. We exceeded our goal of having 60% of our eligible members using the program.

CADA-ON disbursed \$28,383 in training disbursements, which is almost \$5,000 more than last year. Total reported artist spending was \$58,996.

We will continue to encourage members of diverse dance genres, including Street Dancers, Flamenco artists, Belly-Dancers and the South East Asian community, to become members of CADA-ON and to use the TSP to receive reimbursements for their training. We hope that the results of our community consultations will help us better understand how to make this goal a reality. These diverse communities often have different training structures than contemporary dancers and we want to reflect that in our promotional activities.

Professional Standards for Dance, PSD

The CADA-ON Board of Directors struck a PSD Committee to look at the current document and determine if any edits were required in terms of content or any changes in the recommended fee standards. During this review, the committee decided that the document would no longer be available in print format. It will now be housed on our website as both as a downloadable PDF file and as a searchable document embedded within the website. This will allow us to economically make more frequent changes and additions in an attempt to remain relevant to the changes happening within the industry.

The Board also agreed that the changes required to the document were more complex than a simple revision. CADA-ON is becoming increasingly aware that the document does not reflect the working conditions and relationships of all dance styles within the professional dance community in Canada, and we are currently brainstorming ways to make this less of an issue. We hope to uncover some, if not all, of these differences during our community consultation process. While we realize that including everything in a document of the nature is not feasible, we are exploring ways to be as inclusive as possible. This includes using case studies depicting different situations and referencing other resources from organizations such as Equity, ACTRA, CARFAC and the Associated Designers of Canada.

Professional Development Program

In an effort to increase the geographical reach of our services, CADA-ON set-out to create a series of online professional Development videos. We were able to hire videographer Andre Kassermelli to help us film and edit professional development videos; the first being a promotional video for CADA-ON to assist with membership outreach. Other topics were derived from PSD content and include; contract negotiating and injury management. The promotional video will debut with our new website. The remaining videos have been filmed and will be edited in the coming months.

Arts Worker Health Insurance Program

Due to a lack of registration from all members of participating arts service organizations in Ontario, the suppliers, Culture One, suspended the Arts Worker Health Insurance Program. The main deterrents for our members was the high monthly premium costs and the fact that full coverage was required, as opposed to an a-la-carte format.

The Canadian Dance Assembly (CDA) has since launched a partnership with ACTRA Fraternal's benefit program; The Arts and Entertainment Plan. Due to a joint membership agreement, all members of CADA-ON are also members of CDA, and are therefore eligible to enroll in this program. While CADA-ON realizes that high monthly premium costs are still an issue with our

membership, we are happy to be able to offer a health benefits program to our members should they need it

