

## EXECUTIVE DIRECTOR'S REPORT

*By Lucy White, Executive Director*

Last month's [Down Centre](#) article by Kendra Fry on cultural diversity in Region 3 struck quite a nerve. Several PACT members in Region 3 wrote to say how upset and angered they were by the assertion that she had difficulty finding much cultural diversity in theatre practice in Saskatchewan and Manitoba.

For my part, I read the article differently (as an admission that the author was not best placed to write the article) than did the companies who quickly wrote to comment. With their permission, we are posting all the comments from Region 3 and Kendra's response for you to read. Please take a minute to click through and if you are inspired, to participate in the debate.

To read the full article, [click here](#).

## CONFERENCE UPDATES!



Standing Room Only:  
Audience Development for the 21<sup>st</sup> Ce  
pact Conference & AGM 2010 | Cow Head, Newfoundland



We are extremely pleased to announce **Andrew McIntyre** as this year's keynote speaker. One of the UK's leading authorities on audience development, his work focuses on helping arts organizations gain a deeper understanding of their audience; information that can act as the building blocks of attracting, retaining and developing audience relationships. For more information on Andrew, or Morris Hargreaves McIntyre, an organizational and audience consultancy, [click here](#).

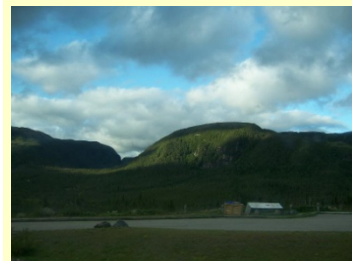
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## 2010 PACT Conference & AGM

May 26 to 29

Retrieve the latest  
information on our  
dedicated

[facebook page!](#)



*Along Highway 430, Gros  
Morne National Park*

**PCC TRAVEL  
SUBSIDY FUND -  
LAST CALL FOR  
SUBMISSIONS**

The **Shallow Bay Motel** will be offering rooms at **\$79.00** + tax for PACT conference attendees. Details on the Shallow Bay Motel are available in the [Shallow Bay Motel note](#) on our facebook page.

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All of our conference updates can be found on our [2010 PACT Conference Facebook page](#).

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Not a Facebook fan yet? [Click here](#) to receive the **most up-to-date information** about the conference.

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Already a fan? Don't forget to change your news feed status to "**view live feed**" to make sure you are getting all of the conference updates.

## DOWN CENTRE

### Highlight on Diversity - Region 4

*By Majdi Bou-Matar, Artistic Director, The MT (Multicultural Theatre) Space*



While I had suspected that culturally diverse theatre was not flourishing in Region 4 (Ontario outside Toronto), I did not realize quite how dire the situation is until I sat down to write this article. I started by refreshing my memory and conducting some online research to find out who is doing what in terms of developing theatre that reflects Canada's growing cultural diversity. My focus of course was Region 4. To my surprise, besides my own company The MT Space [www.mtspace.ca](http://www.mtspace.ca) and Negative Theatre [www.negative theatre.org](http://www.negative theatre.org) - a new company emerging in Ottawa and "reaching out to new audiences among the diverse, multilingual and internationally connected residents of the city," I found nothing to talk about. I must say though that my research did not include Aboriginal companies, such as Wikwemikong-based theatre company De-baj-jeh-mu-jig [www.debaj.ca](http://www.debaj.ca), a highly active and creative group in Ontario's North. In Ottawa, I used to know Broken English Theatre, "a professional, multicultural theatre company established in 1995" with a focus on attracting "new-Canadian actors - many of whom had well establish careers in their country of origin." To my dismay, I found the Broken English website to be down and their phone number out of service!

To read the article, [click here](#).

## HOPES AND FEARS AS WE HEAD INTO PROVINCIAL BUDGET SEASON

We may have to wait until early March to hear the federal Speech from the Throne and budget announcement. But for anyone looking for a hint

Each year, thanks to the generosity of fellow PACT theatres, a limited number of travel subsidies are available to assist with the cost of attending PACT's Annual General Meeting and Conference.

If you would like to learn more about the subsidy and how to apply, [click here](#).

## 2010 MALLORY GILBERT LEADERSHIP AWARD

Nominations are now being accepted for the 2010 Mallory Gilbert Leadership Award. The deadline for nominations is **Friday, March 26, 2010**.

The \$5000 award was initiated to celebrate PACT's 30th anniversary in 2006-2007 and named in honour of Mallory Gilbert, who was Tarragone Theatre's General Manager for 34 years and one of the founders and Past Presidents of PACT. Supported by the PACT Communications Centre (PCC) and by Tarragone Theatre, the annual Mallory Gilbert Leadership Award celebrates and recognizes outstanding leadership within the Canadian Theatre community.

To learn more about the award and how to nominate someone, [click here](#).

## SUPPORT US

Make a donation to the PACT Communications Centre. PCC promotes the recognition and development of theatre in Canada. For more information on PCC, please go to [www.pact.ca](http://www.pact.ca).

of what those announcements might look like, we have plenty of provincial announcements on the agenda.

At this point Saskatchewan is the only Canadian province not in deficit.[i] With employment figures lagging economic recovery and oil prices still depressed, provinces will be looking to cut spending, not raise taxes, to balance their budgets.

[i] Howlett, Karen. "Ontario warned not to follow Alberta example." *The Globe and Mail* 11 Feb. 2010: A10. Print.

To read the article, [click here](#).

## FOR PACT THEATRES ONLY

### INTRODUCING YOUR NEW "BFF":

#### THE CTA COMPANION

To read more log on to [www.pact.ca](http://www.pact.ca) and look under *Members' Documents, Labour Relations section*.

Forgotten your login and password? Simply contact [diannm@pact.ca](mailto:diannm@pact.ca)



THANK YOU FOR YOUR SUPPORT

## JOIN OUR MEMBERS' MAILING LIST

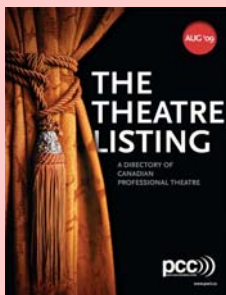
Working for a PACT Member company and not receiving *impact!* yet? Let us know at [diannm@pact.ca](mailto:diannm@pact.ca) and we will add you to our Members' mailing list.



## The Theatre Listing

### Theatre Listing February 2010 Update Now Published!

Please visit [www.pact.ca](http://www.pact.ca) for a free, downloadable and searchable pdf version of the latest issue.



### The Directory of Canadian Professional Theatre

## OUR FUNDERS

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