



IN GOOD COMPANY

Strategic Plan Geordie's Guiding Pillars

May 2021





MISSION

Geordie Productions creates, presents, and promotes theatre that engages young audiences and their communities.

Three principal pillars guide the company's artistic and administrative policies:

- ★ Creation/Development
- ★ Production/Touring
- ★ Education/Outreach

These central tenets of our work encompass the philosophy that all children should be exposed to and given access to the arts.



WHAT WE BELIEVE IN

Young people are resilient and intelligent, and they are our leaders of tomorrow.

Theatre is a vessel to engage in dialogue between communities, youth, and the adults in their lives.

Montreal, Quebec, and Canada are rich with a cultural diversity of artistic voices that deserve shared exposure and opportunity.

Theatre for Young Audiences (TYA) is a foundational pillar that influences the merit and longevity of the larger theatre ecology and that fosters future audiences and artists.



OUR VALUES

Theatre is inherently linked to social impact.

Young people should be given access to stories that reflect the current world.

All young people deserve access to high-quality, professional theatre, regardless of their personal contexts, such as race, gender, ability, or economic background.

Theatre and theatre education offer young people the tools to inform their own opinions, beliefs, and values.

Strategic Themes and Supporting Objectives



LEADERSHIP

Serve as an example to TYA companies across the country, operationally and artistically.

Explore new and different artistic practice, which can include digital creation and dissemination.

Investigate and solidify an organizational structure that allows for staff autonomy, flexible arrangements, and healthy work/life balance.

Advocate for the support and wellbeing of young people, their families, and their communities.

Establish meaningful partnerships with community organizations that support youth and their families.

Actively participate in community initiatives that strengthen the impact of young people.

Continue to promote theatre as a means for social and youth advocacy.

Increase social media relationships with youth-oriented community organizations and institutions.

Implement Geordie's Sustainable Development Goals.





COMMUNITY

Be active in serving the local artistic community.

Provide more opportunities beyond core production programming for multicultural, multidisciplinary, and multigenerational artists within Montreal.

Build stronger connections with francophone TYA artists and companies.

Increase our national and international artistic and advocacy presence.

Establish new partnerships with theatre companies outside of the region.

Proactively connect to and engage in international TYA discourse through panels, festivals, conferences, mentorship programs, and other forums.

ACCESSIBILITY



Be transparent about our artistic process.

Invite stakeholders, including audience, artists, donors, and funders, into the development of new works.

Encourage and increase the participation of young people in the creation journey.

Strengthen our commitment to engaging culturally diverse and underrepresented communities through Geordie's work.

Hire an Equity, Diversity, Inclusion, and Anti-Racism (EDI-R) consultant to assess current approaches, identify gaps, and provide specialized training to staff and members of the Board.

Strike an EDI-R committee with the mandate to hold the company to the highest standards of outreach, openness, and accessibility in our art and operations.

Increase dissemination of our productions and awareness of our mission.

Build a model that supports consistent longevity for Geordie productions.

Expand the communications strategies to better highlight the company, its mission, and its programming.



SUSTAINABILITY

Grow and diversify revenue streams and operational capacity, overall and in signature programming.

Secure a season sponsor.

Draft and implement a business plan for Geordie Theatre School.

Increase support for the Geordie team.

Seek revenue streams that allow for expanding human resources to match Geordie's desired growth and reach.

Establish and document processes related to auditing, professional development, and succession planning of the Board, company leadership, staff, volunteers, and service providers.

Make significant progress toward establishing a "Forever Home" for Geordie by its 50th anniversary.

Research and launch a capital campaign.

Make a significant annual contribution to the company's restricted fund dedicated to acquiring a permanent administrative and performance space.



 **Geordie
theatre**

550 Delinelle
Montreal QC H4C 3B1
(514) 845-9810
info@geordie.ca
geordie.ca

Charity #11893 6962 RR0001