



Theatre
Nova Scotia

VISION STATEMENT:

***NOVA SCOTIA IS A PROVINCE
WHERE ALL OF ITS CITIZENS VALUE
LIVE THEATRE***

STRATEGIC PLAN

2017-2022

GOAL 1

CREATE A PUBLICITY CAMPAIGN THAT WILL INCREASE NOVA SCOTIANS' AWARENESS OF THE EXTENT OF LIVE THEATRE BY 25% OVER THE NEXT 5 YEARS

1st benchmark: 2017

Then: 2018, 2019, 2020, 2021, 2022

STRATEGIES

1. Create a Board Committee – Marketing and Communications

Who: TNS Board of Directors

When: by Dec 2016

2. Decide what we want to communicate

Who: TNS Communications Committee

When: by Merritt Awards 2017

3. Decide how we want to say it

Who: TNS Communications Committee

When: by June 30, 2017

4. Determine how we want to measure it

Who: TNS Communications Committee

When: by June 30, 2017

TACTICS TO BE CONSIDERED:

- Communication piece to schools (tie in with Goal 3)

GOAL 2

INCREASE THE PERCENTAGE OF NOVA SCOTIANS WHO ANNUALLY EXPERIENCE LIVE THEATRE BY 20% OVER THE NEXT 5 YEARS

1st benchmark: TNS members' audience numbers for 2016-17, summer 2017

Then: 2017-18, 2018-19, 2019-20, 2020-21, 2021-22

STRATEGIES

1. Create a Board Committee – as per Goal 1
Who: TNS Board of Directors When: by Dec 2016
2. Review best practices for increasing attendance
Who: TNS Communications Committee When: by Fall 2017
3. Establish Benchmarks
Who: TNS Communications Committee When: by Fall 2017
4. Develop Marketing plan
Who: TNS Communications Committee When: by June 2018

TACTICS TO BE CONSIDERED:

- Passport idea
- Cooperative ventures
- PWYC
- Advertisers
- External website
- Social media – reviews, etc.
- “Burger Week” idea
- Merritt reception “political” lunch
- Relationships with Councillor, MLA, MP
- Relationship with Support for Culture
- Reception at Lt. Governor’s
- Foster a climate where it is easier for theatre practitioners to create theatre

GOAL 3

INCREASE THEATRE ACTIVITIES IN NS SCHOOLS BY 20% OVER THE NEXT 5 YEARS

2017-2022

STRATEGIES

1. Create a Board Committee – Youth Outreach
Who: TNS Board of Directors When: by Dec 2016
2. Research benchmarks – 2016-17 school year figures (includes school boards, Neptune, Mermaid, Maritime Marionettes, Off The Leash, HTYP, Perform, Dramafest)
Who: TNS Youth Outreach Committee When: by Fall 2017
3. Meet with the Department of Education
Who: TNS Youth Outreach Committee When: by Fall 2017
4. Develop Roadmap (Be sure to include the message of the Communications Committee)
Key tools: Perform and DramaFest
Who: TNS Youth Outreach Committee When: by Fall 2017

TACTICS TO BE CONSIDERED:

- Theatre shows - in school and outside of school
- Theatre Clubs (possibility of COY grant?)
- Workshops
- PTA connections
- More financial support for Perform & DramaFest

GOAL 4

HAVE 100% OF TNS MEMBER ORGANIZATIONS DEVELOP & IMPLEMENT A DIVERSITY POLICY BY 2021

STRATEGIES

1. Board to create a Diversity Committee
Who: TNS Board of Directors When: by Dec 2016
2. Hold Diversity Workshop
Who: TNS Diversity Committee When: by Dec 2017
3. Within a year of workshop develop a diversity policy for TNS
Who: TNS Diversity Committee When: by Dec 2018
4. Provide assistance to member organizations to develop individual policies
Who: TNS Diversity Committee When: through 2021

GOAL 5

COMPLETE & IMPLEMENT A REVIEW OF TNS PRORAMS BY NOV 30, 2016 TO ENSURE THEY COMPLIMENT THE ORGANIZATION'S VISION AND ARE THE BEST USE OF RESOURCES

STRATEGIES

1. TNS Staff to review programs
Who: TNS Staff When: by Dec 2016
2. TNS Executive Director to create report on programs
Who: TNS Executive Director When: by Dec 2016
3. Board to review and adjust programs as necessary
Who: TNS Board of Directors When: by Feb 2017