



## on the **MOVE**/danse **TRANSIT**

Essential **Career Development** Series for Dance Artists

► National digital programming ► Local in-person events

Série essentielle de **développement de carrière**  
pour les artistes de la danse

► Programmation nationale numérique  
► Événements locaux en personne

[dtrc.ca/crtd.ca](https://dtrc.ca/crtd.ca)

Funded by the Government of Canada  
Financé par le gouvernement du Canada



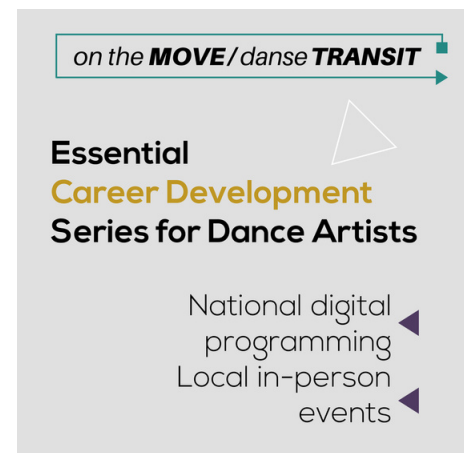
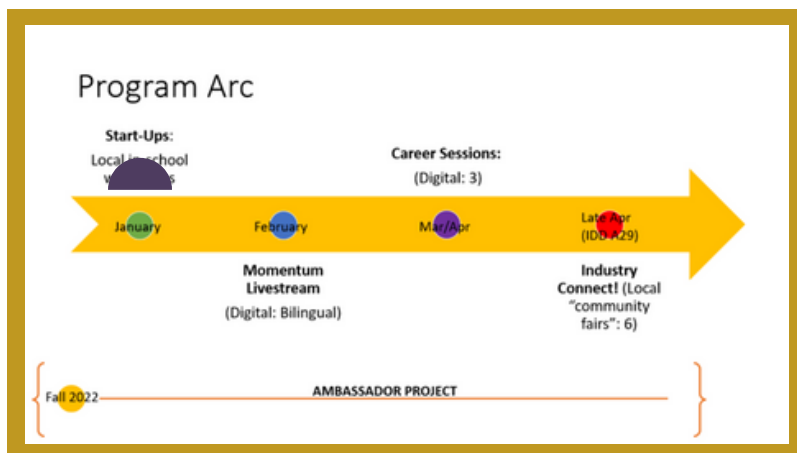
# 2023 PROJECT REPORT

# *on the MOVE / danse TRANSIT 2023*

Over four months, OTM / DT launched with **eight start-ups** in January, followed by a daylong Momentum livestream that included **two Artist Conversations** plus a pre-recorded Presentation in February. Throughout mid-February and March there were **three Career Sessions** where presenters were able to share tips and insight on a healthy lifestyle balance involving dance as a career. April and May were dedicated to **five Industry Connect** sessions across Canada.

Every session began with a Land Acknowledgement, with the online events having it offered by Barbara Diabo from Tiohtià:ke/Montreal, through the presentation of her short film titled Smudge. In addition, the Momentum livestream featured twelve recorded community video presentations that gave attendees the chance to learn about the services available and provided by Community Partner organizations. Furthermore, each career session also included on average three recorded community video presentations, allowing for all **nineteen Community Partners** for this year to be represented at some point throughout the conference.

We also created Event Programs for each session to assist the participants as a form of guide to follow along the event.



## PRESENTERS & PANELS

25  
guest  
artists

A total of **twenty-five paid artist presenters** were invited to share their expertise and knowledge with the OTM/DT events. Each panel had a guest moderator and artists along with a DTRC Staff bilingual host, and a DTRC staff hosted the career sessions. Guest presenters and invited artists were present to create meaningful topics for conversation at the Industry Connect events.

## AMBASSADOR PROJECT

This was a small-group cohort of approximately **twenty-two emerging artists**, currently enrolled in dance programs in **five regions** across Canada. The group was led by DTRC artist-staff members that offered a space for informal career development conversations, informal mentorship and peer networking with selected emerging dance artists from across the country.



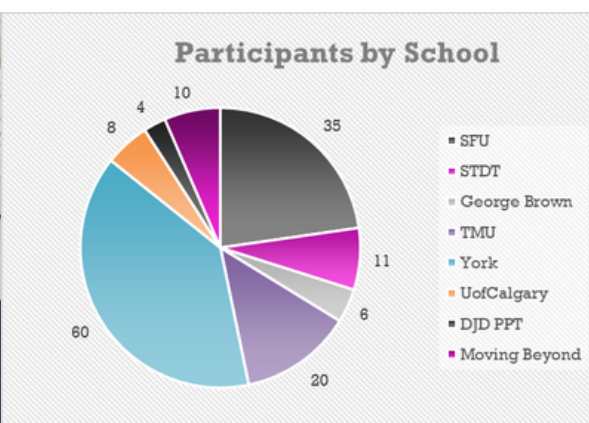
Ambassador cohort:  
Mentoring session

22  
students

5  
regions

## START-UPS

Our start-ups took place in January this year, and they **consisted of in-person, 1.5 hour presentations** given by DTRC staff at the various schools. These provided career planning insights and community orientation for emerging dance artists. Each session had workshop presentations which provided everyone with the opportunity to reflect, question and discuss how to craft a career in dance.

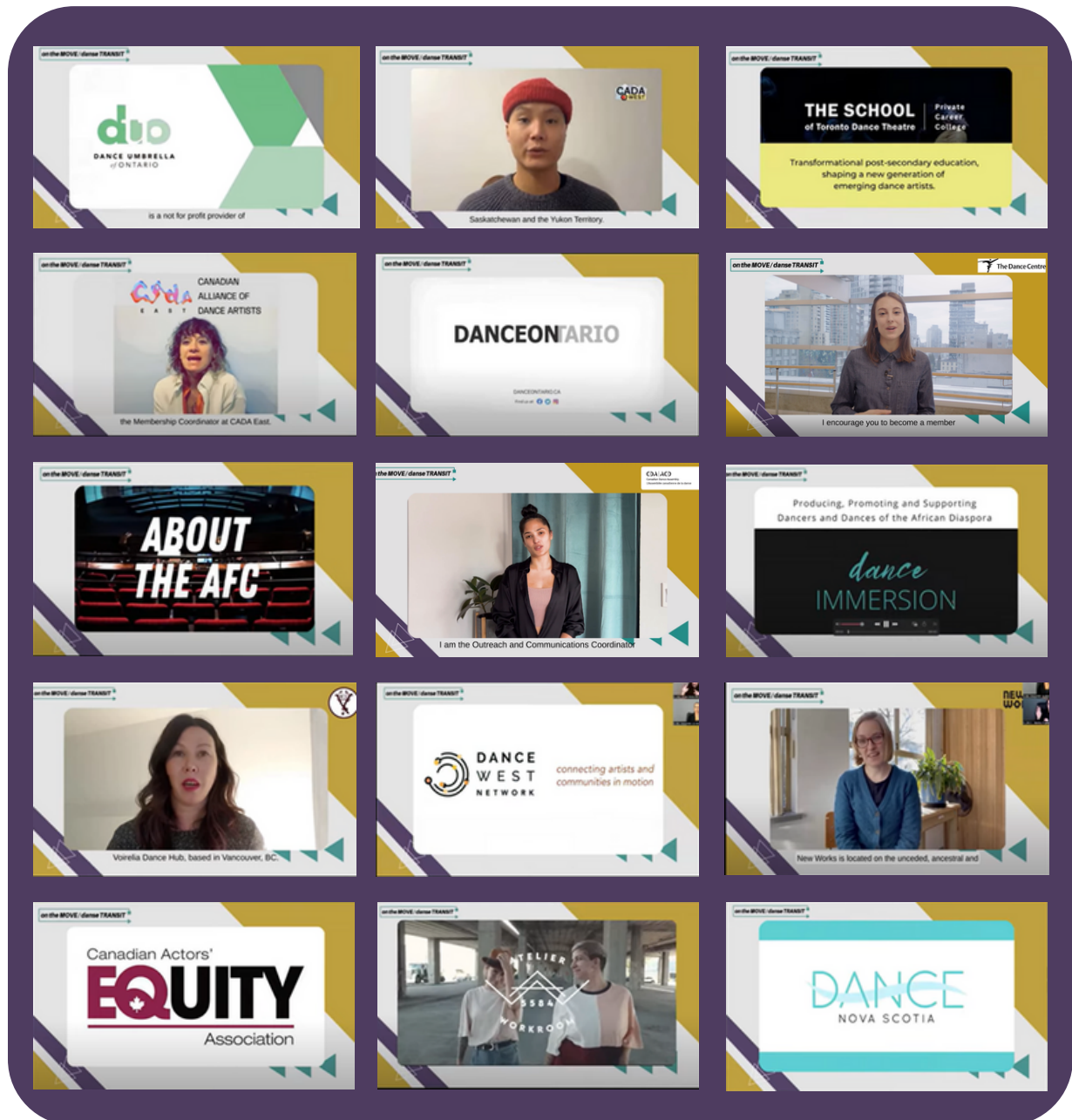


# COMMUNITY PARTNERS

## video presentations

Partners participated with **VIDEO PRESENTATIONS** throughout the conference: CADA/East and CADA/West, Dance Nova Scotia, The Dance Centre, Workroom 5584, the Canadian Actor's Equity Association, The School of Toronto Dance Theatre, New Works, Dance Umbrella of Ontario (DUO), Dance Ontario, dance Immersion, Unity Charity, Canadian Dance Assembly (CDA/ACD), The AFC, Artists' Health Centre (AHC), Dance West Network, Voirelia Hub, and Regroupement québécois de la danse (RQD).

18  
partners





# MOMENTUM LIVESTREAM



GIULIA TRIPOLI  
Host



BARBARA DIABO  
Presenter



KIM GINGRAS  
Moderator



JOSH MARTIN  
Presenter



NOVA BHATTACHARYA  
Moderator



VANESSA BOUDRAIS  
Panelist



LUCY M. MAY  
Panelist



CHAD CONCEPCION  
Panelist



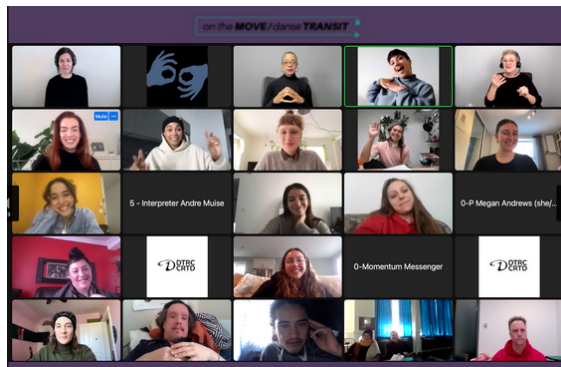
KEVIN SHAWN  
Panelist



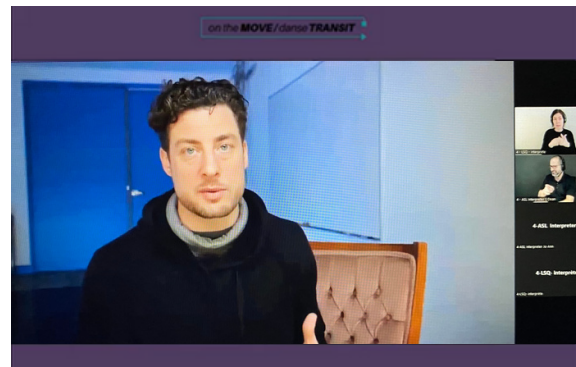
STARR MURANKO  
Panelist



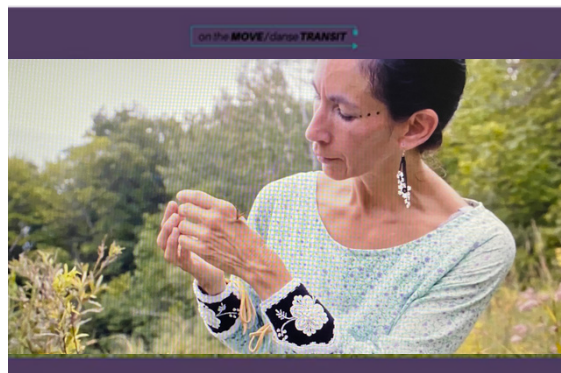
ALI ROBSON  
Panelist



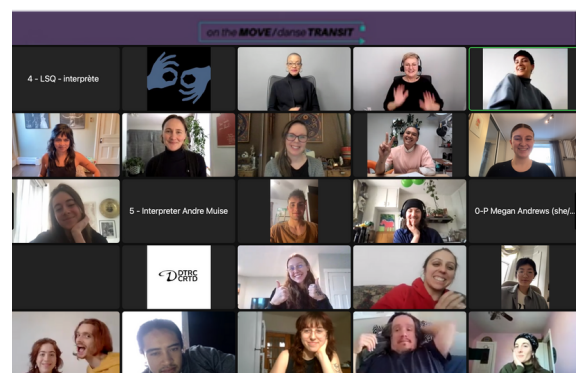
**Conversation #1:**  
Core Values, Expansive Practices



**Presentation by Josh Martin:**  
Dance & Digital Rights



**Land Acknowledgment & SMUGE Film by:**  
Barbara Diabo from Tiohtià:ke/Montreal



**Conversation #2:**  
Solo Acts, Collective Action

# CAREER SESSIONS



**MEGAN ANDREWS**  
Host



**LILIONA QUARMYNE**  
Presenter



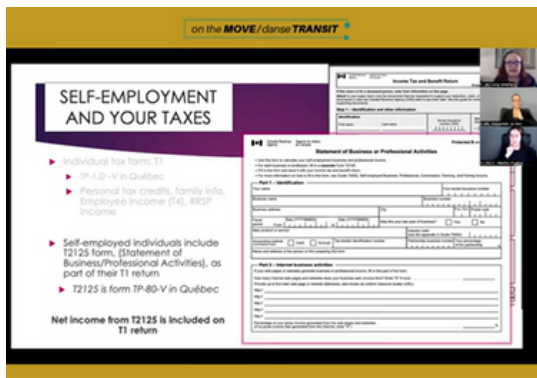
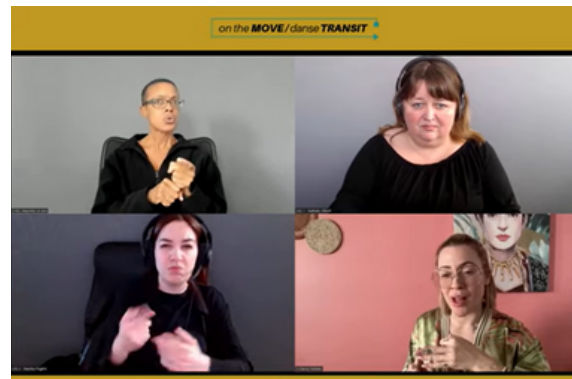
**JENNIFER LONG**  
Presenter



**BARBARA DIABO**  
Presenter



**OLENNY PELLETIER**  
Presenter



## Accessibility Services for all sessions provided by:

- Live interpretation - World Communications;
- ASL - Toronto Sign Language Interpreter Services (TSLIS);
- and LSQ - Interpretation signes et paroles (ISEP).

**Career Session 1**  
Feb. 16, 10-11am PST, 1pm-2pm PST

**Career Session 1**  
**Plan your Parallel Path/s**  
You already do more than one thing. Embrace your passions and choreograph a career with intentional rhythm and phrasing. Consider a parallel, portfolio or consecutive approach. Articulate the short- and long-term visions. Evaluate the time demands and balance the practicalities. Broaden your perspective and discover new possibilities for your life in dance.

**Artist-Presenter:**  
**LILIONA A. QUARMYNE**  
From Ghana and the Philippines and now based in Kippukluk 9-11-11 on unceded Mi'kmaq territory, Liliona A. Quarmyne is a dancer, choreographer, actor, singer, organizer, and Artistic Director of Kinetic. Her scope of work is broad but is particularly focused on the relationship between art and social justice, on the body's ability to carry ancestral memory, and on the role the performing arts can play in creating change. Liliona loves to work in collaboration and community, and is most in two wonderful lists.

**Career Session #2:**  
Feb. 20, 10-11am PST, 1pm-2pm EST

**Career Session #2:**  
**Edge into Entrepreneurship:**  
As a dance artist you're likely to be self-employed at some point. You may start a dance company, studio or organization. And you may have other skills and talents that you want to use to generate a living income. Understand the building blocks for starting your own business. Become your own advocate around self-worth and pay. Identify how to skill up, so you can take off.

**Artist-Presenter:**  
**Oleny Pelletier**  
Trained in contemporary dance and Smercan jazz, Oleny has had a career on the commercial stage, as well as perfected her skills in commercial hip-hop. In 2004, at 18 years old, she joined iDANCE studio, which has grown to be a leading sport studio as well as a recreational and competitive program. She founded OLENY MOVES, a professional dance company that explores more artistic avenues, mixing her passion for movement with dance. Since 2017, she has become a thought leader on an approach based on the release of emotions held in the body. For 20 years, Oleny has been in the entrepreneurial world and her journey has remained a game and based on her original vision, self-advocacy through movement.

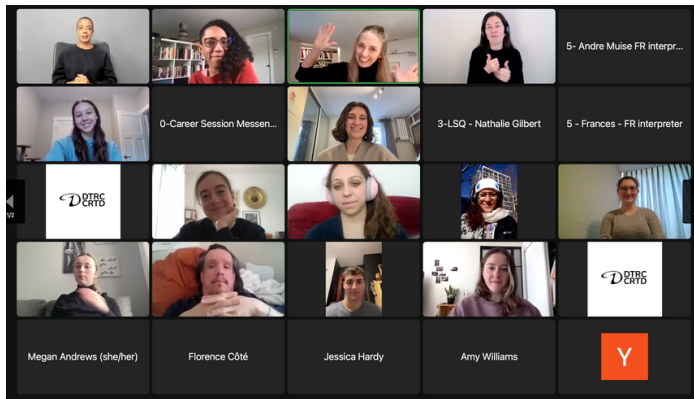
**Career Session #3:**  
Mar. 19, 10-11am PST, 1pm-2pm EST

**Career Session #3:**  
**Tackle your Taxes**  
How can doing your taxes make you money? What is a write-off and how do you get one? Money matters don't have to be a mystery. Learn how to categorize and track your expenses. Build savings strategies to make your small business thrive. Develop your financial literacy and invest in yourself, literally!

**Artist-Presenter:**  
**JENNIFER LONG**  
Jennifer Long (she/her) is a double-certified tax & bookkeeping professional in Ontario, Canada and a professional who manages their finance overheads. Jennifer brings over 20 years of professional performing experience with entertainment contracts across the globe, as a producer for management, as well as the Vancouver Circus School, Army of Stars International, and Canada Games. She understands the challenges of building a sustainable career in the arts, and is passionate about finding other creatives in the money side of their career, working across Canada as "The Finance Artist".

# PARTICIPATION STATISTICS

**Four hundred and eighty-five** emerging artists registered for OTM/DT 2023. Many of the registered participated in more than one session, bringing the total attendance of the event to **three hundred thirty-nine**.



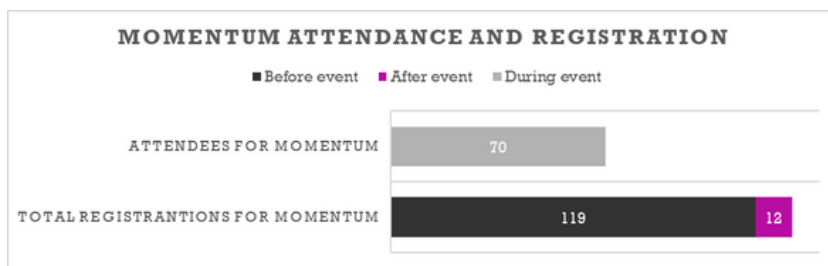
Career Session#1:  
Group screenshot



## REGISTRATION & ATTENDANCE PER SESSION

### MOMENTUM Livestream

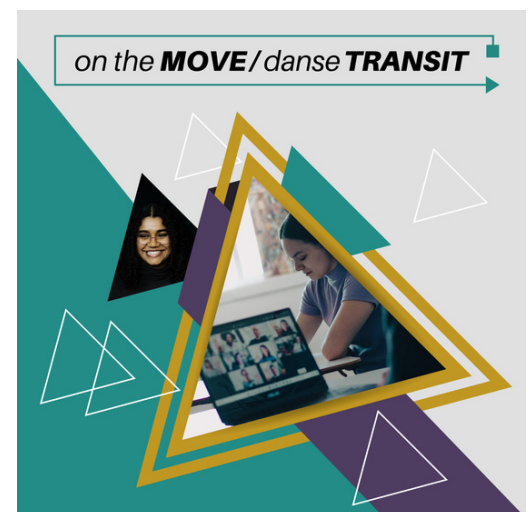
The **two panel discussions** and recorded presentation initiated the conference on February 3, and were highly attended. The video recordings of the event could be viewed afterwards, and as seen in the graph below we managed to get additional registrations even after the recording itself.



**Conversation #1:**  
Core Values, Expansive Practices

**Presentation by Josh Martin:**  
Dance & Digital Rights

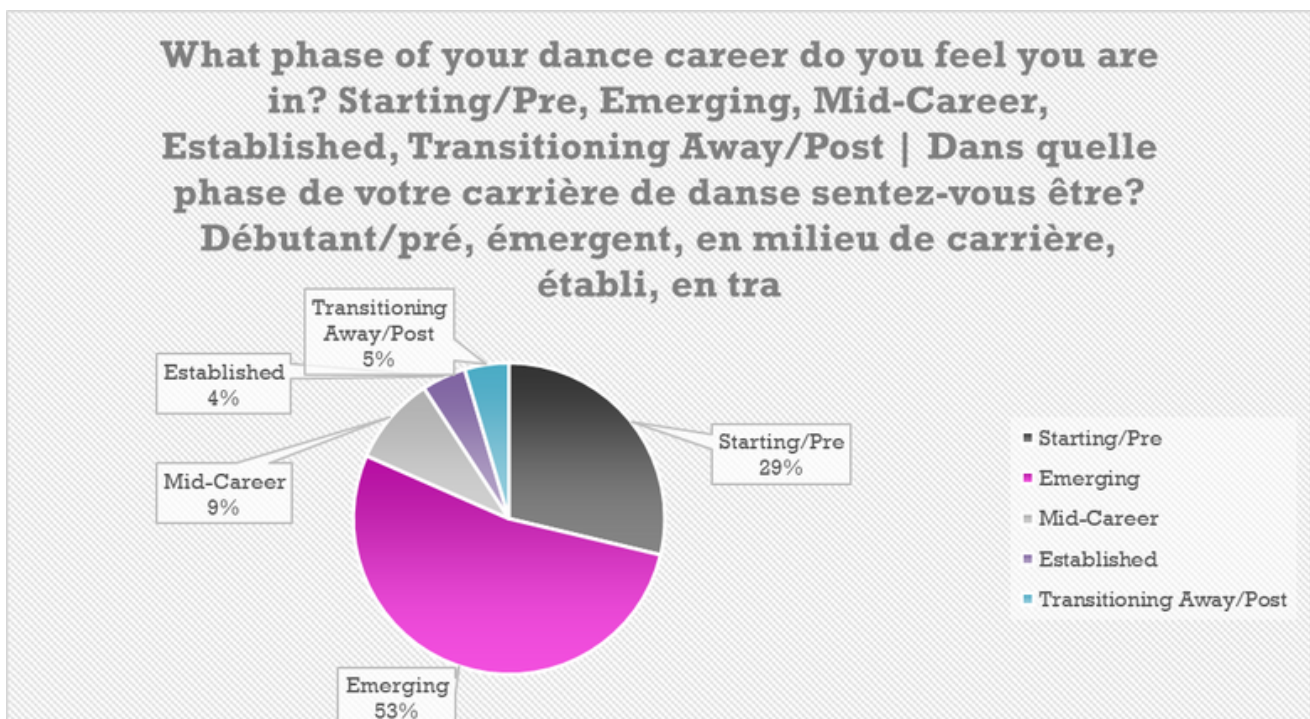
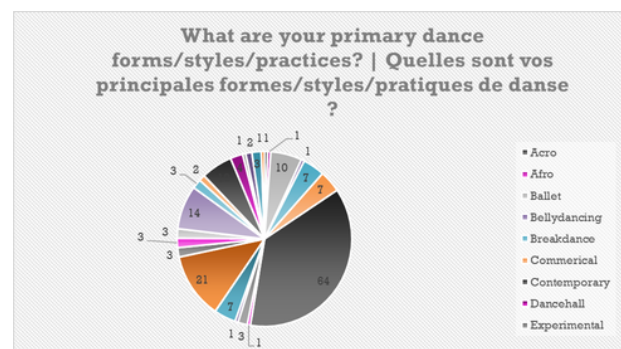
**Conversation #2:**  
Solo Acts, Collective Action





About **ninety participants registered** for each career session. Overall, we had forty-eight participants attend the live career sessions. Each career session was made available for viewing after the zoom session. **Twenty-three participants registered** for access after the events.

48  
attended





## INDUSTRY CONNECT

We also hosted a series of **five Industry Connect** events in key cities across Canada between **April 15th and May 27th**. These consisted of participants directly interacting with artists and community partners as a form of networking and knowledge sharing.

The intimate events were held in partnership with community partners, at their event spaces. Overall, **seventy-eight participants** registered through Eventbrite, with **sixty-six emerging artists** attending across Canada.



### INDUSTRY CONNECT! TORONTO



With guest speaker:  
**Natasha Poon Woo**

**THE SCHOOL**  
of Toronto Dance Theatre

Saturday April 15th, 2023  
9am-12pm

@ The School of Toronto Dance Theatre



### INDUSTRIE CONNECTÉE! MONTREAL



Avec conférencière spéciale:  
**Janelle Hacault**



Samedi Avril 15, 2023  
2-5pm

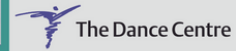
@ Workroom 5584



## INDUSTRY CONNECT! VANCOUVER



With guest speaker:  
**Marissa Wong**



Sunday April 23rd, 2023  
1-4pm  
@ The Dance Centre



## INDUSTRY CONNECT! CALGARY



With guest speaker:  
**Jared Herring**



Friday April 28th, 2023  
2-5pm  
@ Dancers' Studio West



## INDUSTRY CONNECT! WINNIPEG



With guest speaker:  
**Joseph Seville**



May 27th, 2023  
2-5pm CDT  
@ Creative Manitoba

**05**  
cities

**13**  
invited  
artists

**28**  
organizations  
represented

**78**  
registered

# MARKETING & PROMOTION

## OUTREACH

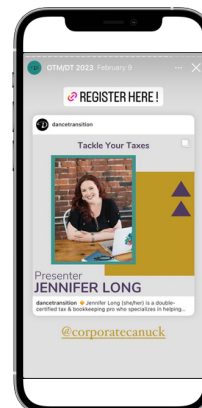
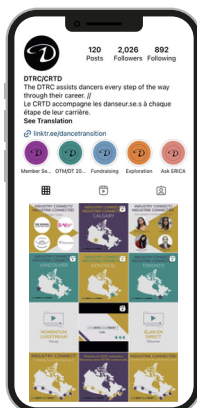
As part of OTM/DT, the DTRC, and its community partners have an opportunity to expand their promotional activities within the arts and culture sector, specifically within the dance industry across Canada.

Each year, the DTRC's programming assists partner organizations to accomplish successful outreach by extending benefits to the following audiences:

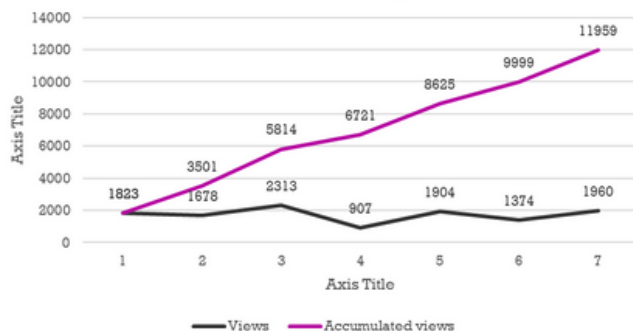
<b>OTM/DT</b>	<b>5500+</b> attendees since 2002
<b>eNewsletter</b>	<b>7200+</b> readers per year
<b>Facebook</b>	<b>3600+</b> per posting
<b>Instagram</b>	<b>1200+</b> views per reel posting
<b>Members</b>	<b>600+</b> monthly correspondence
<b>Dance Schools</b>	<b>30+</b> reached



- For 2023, our overall goal was to increase engagement and awareness of the DTRC through Instagram.
- Our following has increased by **hundreds** since 2022.
- As of June 2023, we have reached **2030 followers** on our page.
- We have achieved **11,959 views** across 7 reels.
- Selfie videos and links in stories increase engagement and clicks.



Reel Views on Instagram



1: Momentum Trailer

2: Ind. Connect TO

3: Ind. Connect MTL

4: Ind. Connect VC

5: Ind. Connect CG

6: C. Sessions Trailer

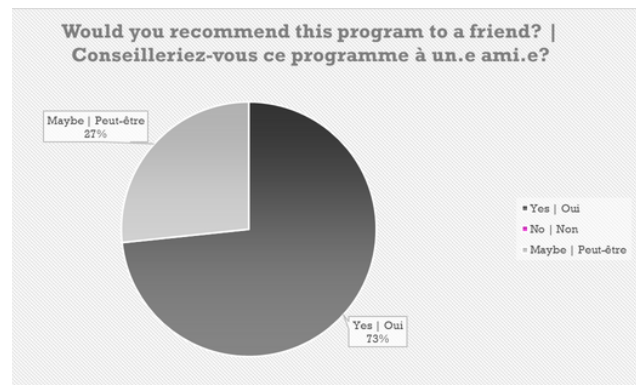
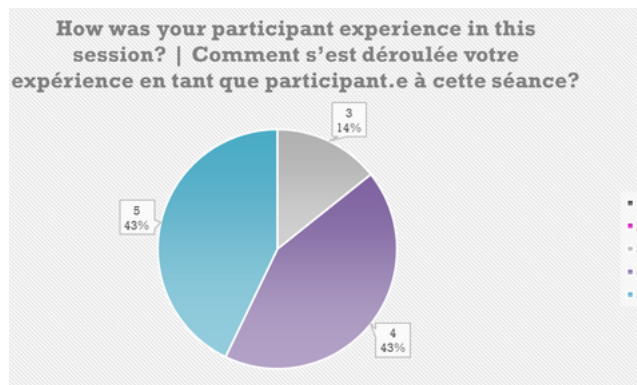
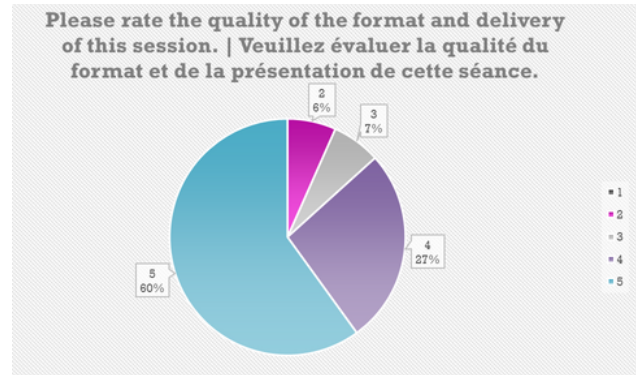
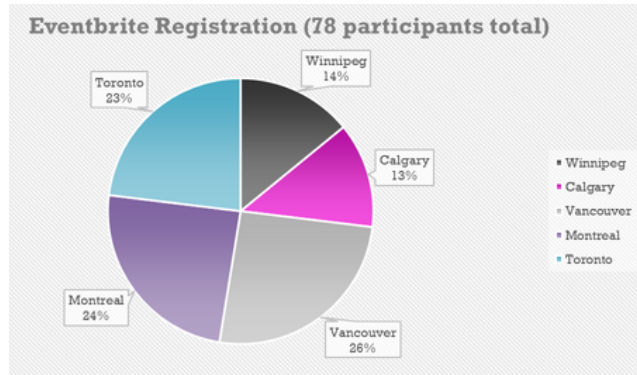
7: Ind. Connect WMC



# EVENT EVALUATION

## Participant Feedback

Attendee Survey: Industry Connect



Attendee Feedback & Testimonials: OTM / DT 2023

*Quality discussion and it does give you good tips on how to navigate the dance world/community/industry*

*It was so helpful and to the point, thank you so much!*

*Very helpful and welcoming set up. Got a lot of valuable information!*

*Wonderful, inspiring, important, looking forward to more, this community needs it! Thank you!*

*J'aurais aimé plus d'interactivité entre les panelistes et les autres participants.*

Google translate : I would have liked more interactivity between the panelists and the other participants.

*La formule de zoom pendant 4 heures étaient trop longue. Surtout sous forme sans participation active. J'ai beaucoup apprécié les connaissances partagées mais c'était long et difficile de garder l'attention.*

Google translate: The zoom formula for 4 hours was too long. Especially in the form without active participation. I really appreciated the knowledge shared but it was long and difficult to keep the attention.



# SPONSORSHIP AND PARTNERS

## Financial Support:

Sponsorship, governmental grants, private funding, and donations were essential to the success of the event.

**Funders:** Government of Canada (Department of Canadian Heritage), Canada Council for the Arts, Ontario Arts Council, Toronto Arts Council, The Winnipeg Foundation, The Catherine & Maxwell Meighen Foundation, Calgary Arts Development and the City of Calgary.

**Main Sponsors:** TD Bank Group, Dance Umbrella of Ontario, UBCP/ACTRA, and Creative Manitoba.

**Venue Sponsors:** Regroupement québécois de la danse (RQD), Pivot, The School of Toronto Dance Theatre, Workroom 5584, The Dance Centre, and Dancers Studio West.

**Event Sponsors:** CADA West, New Works, Canadian Actors' Equity Association, F.O.R.M., and Company 605.

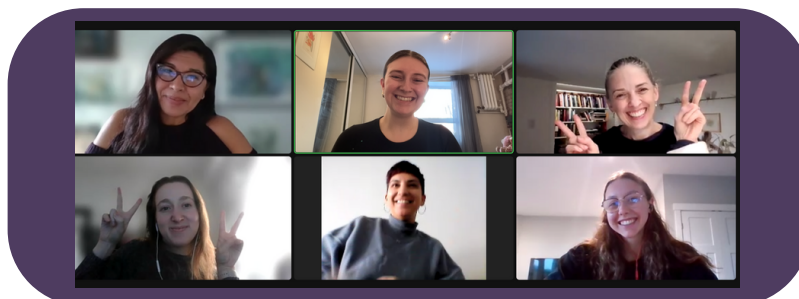
**Community Partners:** ActSafe, CADA East, Canadian Dance Assembly, CPAMO, dance Immersion, Dance Manitoba, Dance Nova Scotia, Dance Ontario, Dance Saskatchewan, Dance West Network, The AFC, Healthy Dancer Canada, The Dance Institute, UNITY Charity, and Voirelia Hub.

**Industry Partners:** Ainsliewear, Artists' Health Centre, TSLIS, ISEP, and World Communications.

## Human Resources / Stakeholders Support:

**NATIONAL OFFICE:** OTM/DT's success was the result of excellent leadership and team.

**LOCAL SCHOOLS:** dance schools, studios, and educational institutions were vital to the events' excellent attendance. These community leaders are responsible for encouraging students to participate in the event.



**DTRC's  
National Project Team:**  
Planning session

## FUNDERS



Canada Council  
for the Arts

Conseil des arts  
du Canada

Funded by the Government of Canada  
Financé par le gouvernement du Canada

Canada



ONTARIO ARTS COUNCIL  
CONSEIL DES ARTS DE L'ONTARIO  
an Ontario government agency  
un organisme du gouvernement de l'Ontario



TORONTO  
ARTS  
COUNCIL



THE  
WINNIPEG  
FOUNDATION  
For Good. Forever.



calgaryarts  
development



Calgary

The Catherine and Maxwell  
MEIGHEN FOUNDATION

## NATIONAL NAMED SPONSOR



DANCE UMBRELLA  
of ONTARIO

## PROGRAM SPONSORS

UBCP/ACTRA



## VENUE SPONSORS

REGROUPEMENT  
QUÉBÉCOIS DE  
LA DANSE



THE SCHOOL  
of Toronto Dance Theatre



The Dance Centre

PIVOT.



## HOSPITALITY SPONSOR



## TURN SPONSOR

NEW  
WORKS

Canadian Actors'  
**EQUITY**  
Association

## LEAP SPONSORS



COMPANY 605

## COMMUNITY PARTNERS

actsafe  
Safety Association



CDA/ACD  
Canadian Dance Assembly  
L'Assemblée canadienne de la danse



Cultural Horizons / Le Mouvement Ontario  
(CHMO)



DANCE  
NOVA SCOTIA

DANCEONTARIO

DANCE  
SASKATCHEWAN INC.

DANCE  
WEST  
NETWORK



The Dance  
Institute



## INDUSTRY PARTNERS



The Al & Malka Green  
Artists' Health Centre



INTERPRÉTATION  
SIGNES ET PAROLE

WORLD  
COMMUNICATIONS