

FOR IMMEDIATE RELEASE

CADA-ON AND DANCE ONTARIO ANNOUNCE NEW PARTNERSHIP

November 11, 2009, Toronto.....The Canadian Alliance of Dance Artists, Ontario Chapter (CADA-ON) and Dance Ontario are pleased to announce their intention to launch a new partnership project, the Ontario Dance Sector Study. Executive Directors Elizabeth Chitty (CADA-ON) and Rosslyn Jacob-Edwards (Dance Ontario) have begun the search for funding and a consultant to undertake Phase One. Phase One has a target completion date of June 1, 2010. The objective of the study is that upon the completion of Phase Two, a business plan will be in place for implementation of a changed infrastructure in the dance service organization environment, enabling a more robust sector. The objective of Phase One is to lay the groundwork for the study by assessing the sector's needs and factors impacting the sector.

CADA-ON is a non-profit organization that empowers and educates its membership of dance professionals to promote the art form in society. CADA-ON first published its best practices guide, Professional Standards for Dance (PSD) in 2003 and Version 2 was published in February 2009. Based on 2001 Statistics Canada data, dancers earn 46% of the average earnings in the overall Canadian labour force and CADA-ON programs working for change are the Training Subsidy Program, Accident Insurance, Professional Development Program and Professional Discounts. CADA-ON's Professional Standards for Dance and programs reflect a holistic dance community where an artist's roles may encompass employer, employee or member of a collective – an alternative to the traditional labour/management model. To achieve its goals, CADA-ON collaborates with many other organizations.

Dance Ontario members include professional performing companies from a diversity of cultures, professional training institutions, dance studios, choreographers, dancers, teachers/educators as well as videographers, photographers and technicians. Professionalism across the sector is an ongoing focus and projects include negotiating a beneficial group licensing fee with SOCAN for member users of music in addition to developing tools for simplified implementation of the Harmonized Sales Tax (HST). Dance Ontario provides professional development, advice and essential industry information as well as marketing and promoting members, their events and services. It provides commissioning and performance opportunities across the province at DanceWeekend, Nuit Blanche, International Dance Day and in collaboration with regional presenters some of whom have been developed and stabilized through our Community Dance Partnerships and Dance For Youth Forums. The Association lobbies and advocates to all levels of government on discipline related issues. Dance Ontario currently has in excess of 600 members.

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