



ORCHESTRAS  
ORCHESTRES | CANADA

**Orchestras  
matter**

## **Strategic Plan 2017-2021 *summary***

### ***Canadian orchestras serve Canadians***

We love orchestras and the music they play. They let us celebrate with gusto. They help us reflect. Orchestras add much to our lives.

Orchestras serve people in Canada, directly or indirectly, both in and out of the concert hall. Orchestras unify our communities. We develop programs, partnerships, and performances that provide unique value relevant to our communities.

### ***Adapting, innovating, helping***

We need to share the impact of our collaborative programs, demonstrate our innovation and articulate the value we offer Canadians from all walks of life. We must make our stakeholders aware of their widespread community benefit and social value, and economic impact.

### ***Challenges***

Orchestras in Canada and worldwide are adapting to challenges with changing audiences, communities and priorities for funders, complexities and costs of technology, and more.

### ***Saving members' time and money***

Orchestras Canada is the membership organization for Canadian orchestras. Like its membership, it thrives despite the changing environment and funding pressures.

In July 2016, 87% of membership survey respondents said they strongly believed Orchestras Canada was currently succeeding in its mandate to serve Canadian orchestras in both official languages through research, knowledge sharing, convening, and advocacy.

## ***Building Strength***

But Orchestras Canada does all this with 2.5 staff and by carefully managing costs within an ever-tighter budget. This strategic plan aims to strengthen Orchestras Canada by focusing efforts in priority areas over four years, each year building capacity for a sustainable future.

This will result in better, increased, more secure and robust services that Orchestras Canada's members would like to have available, to save them more time and money.

### **Year 1: *Communicate***

Improve outbound communications from Orchestras Canada to its members.

### **Year 2: *Connect***

Facilitate connections between Orchestras Canada members at all levels of organisations.

### **Year 3: *Resource***

Explore ways to increase Orchestras Canada's financial and knowledge capacities.

### **Year 4: *Collaborate***

Explore cost saving collaborations with similar organisations while maintaining Orchestras Canada's identity and the priorities of its members.

## ***Orchestras Matter***

Use [OrchestrasMatter.ca](http://OrchestrasMatter.ca) for resources and inspiration to help Canadian orchestras share unique and amazing stories with their communities and decision-makers: **Orchestras Matter!**