



**KEYNOTE: ORCHESTRAS CANADA
NATIONAL CONFERENCE
GROWING CULTURAL
PARTICIPATION: ENGAGING
DIVERSE AUDIENCES – TACTICS,
CHALLENGES, SUCCESS**

COMMUNITY

- In its most literal definition, a community is a town or municipality. The beauty of this word is that it can be used to define gatherings as unique as people who form them. A community is a group of friends who enjoy dining out together or activists for reform. It's a neighborhood watch or a grassroots movement. It's as close as your front-door stoop or spans the entire nation.
- As diverse as communities are, they all share this standard: people united in a common pursuit.
- In the arts, we hear of “the cultural community,” which is an all-encompassing term for pinpoints of microcosms of arts advocates, whether they be dancers and singers, museum supporters or lovers of fine literature.
- NJPAC stands at the center of a galaxy of people living in and around Greater Newark, who are multiracial, multigenerational and multicultural – there is no one face of the NJPAC community. What members of the NJPAC community all want to experience and share, however, is found both inside and outside the Arts Center's doors: the beauty of live performance, expansion of the mind, freedom of artistic expression, and ultimately enlightenment.

TACTICS

- DYNAMIC LEADERSHIP
- EFFECTIVE PARTNERSHIPS
- CULTURAL AMBASADORS
- LEGS THAT TOUCH VARIOUS LEVELS OF COMMUNICATIONS
- PROGRAMMING THAT RESONATES WITH THE TARGET DEMOGRAPHIC
- DEVELOPING A CULTURE OF EQUITY AND INCLUSION

GLOBAL CONVERSATION

- NEW ZEALAND
- SOUTH AFRICA
- AUSTRALIA
- MOSCOW

MENTORSHIP

ABOUT MENTORING, AUTHOR AND SCHOLAR [DAISAKU IKEDA](#) WRITES: **“THE RELATIONSHIP BETWEEN MENTOR AND MENTEE CAN BE LIKENED TO THAT BETWEEN NEEDLE AND THREAD. THE MENTOR IS THE NEEDLE AND THE MENTEE IS THE THREAD. WHEN SEWING, THE NEEDLE LEADS THE WAY THROUGH THE CLOTH, BUT IN THE END, IT IS UNNECESSARY AND IT IS THE THREAD THAT REMAINS AND HOLDS EVERYTHING TOGETHER.**

CONCLUSION

Author AND SCHOLAR [DAISAKU IKEDA](#)
WRITES: “**THE WORLD IN WHICH WE LIVE TODAY, JARRED AS IT IS BY INEXORABLE DRAMATIC CHANGE, DEMANDS NEW EXPRESSIONS OF CREATIVE WISDOM. IT EAGERLY AWAITS THE APPEARANCE OF INDIVIDUALS WHO ARE IMBUED WITH VISION AND ENERGY AND CAN BE TRUSTED TO BUILD A GRANDER BETTER WORLD.**”