



Strategic Plan 2020: *Resilience*

Orchestras Canada plays a unique role:

- helping orchestras achieve together what they cannot accomplish alone,
- serving Canadian orchestras in both official languages,
- through research, knowledge-sharing, convening, and advocacy.

Our 2020 Strategic Plan will focus on **Resilience**.

Orchestras Canada will support the resilience of Canadian orchestras, *by connecting orchestra stakeholders with the knowledge, perspectives, and expertise they need to respond to the challenges of COVID-19, recover, re-imagine, and re-launch.*

We will achieve this through a focus on

- **Knowledge Sharing:** Orchestras Canada will help Canadian orchestras respond to the crisis *by fostering meaningful connections between peers, and engaging experts to share perspectives, research, and advice.*
- **Digital:** Orchestras Canada will inform, support, and celebrate orchestras' adoption of digital tools and approaches *by providing orchestras with digital expertise, strengthening OC's digital communications practices, and completing the transition to fully-virtual operations.*

- **Inclusion & Diversity:** Orchestras Canada will inspire and inform Canadian orchestras' efforts to connect with the full diversity of people in their communities *by implementing and building on the recommendations in Re-Sounding the Orchestra*.

This work will require:

ADVOCACY

We will advocate for the funding and policy supports that our members need to adapt and evolve.

COLLABORATION

We will work in close partnership with peer organizations and allies on our research, advocacy, and knowledge sharing work, to maximize benefits to Canadian orchestras.

ONGOING RESPONSE TO EMERGING NEEDS

By staying in close touch with members, we will evolve our programming over the course of the year.

RESOURCES

We will manage resources prudently, use digital tools more effectively, share what we're learning along the way, and improve efficiencies.

RESTRUCTURING

We will complete our transition to a fully-virtual operation, and dedicate more resources to member service.

SUSTAINABLE DEVELOPMENT

We will embed sustainable practices in our strategic priorities and daily work.

