Théâtre français de Toronto

Strategic Plan 2021–2026

Mission

Théâtre français de Toronto (TfT) is a company performing repertoire and new work for Francophones and Francophiles. It promotes and presents theatrical vitality to the various communities and school networks it serves. As a gathering place where everyone can meet, the company puts quality work at the forefront by offering a diversified and inclusive program. Through its programs, TfT supports, encourages, and spurs on the artistic emergence and professional development of its community. It actively participates in education and theatrical outreach.

Values and Principles

Artistic Excellence

We offer daring and uncommon productions as well as an exceptional experience for our spectators and our artists. We collaborate closely with other companies to diversify our programming and reach a wider audience.

Inclusivity and Accessibility

We are committed to include with authenticity the diverse communities TfT serves through the choice of our creations, productions, artists, volunteers, staff, and board members so that everyone feels represented and can see themselves in our organization. We prioritize theatre accessibility through our choice of performance venues and offering surtitled evenings.

Engagement

Exchanges with the public, our team, and our pool of artists are at the very heart of our programming choices.

Innovation

We present works that touch on current subjects that concern us, ground-breaking projects using different technologies, and innovative cultural mediation activities all while taking great care to reduce our carbon footprint.

Passion

We present with energy and enthusiasm projects that awaken curiosity in our audience and artists in the hope of inspiring reflection and tolerance.

Vision

Théâtre français de Toronto is an artistic centre of creation in the image of its metropolis and environment: a forum open to plurality and a place of discovery.

TfT in 2027

TfT is established in its new state-of-the-art theatre. It creates original creations and high-quality productions, providing a springboard for artists and designers from Toronto and Ontario's Francophonie. In addition to presenting new shows, TfT collaborates with companies from here and abroad and co-produces touring works, allowing it to shine in Canada and internationally. *Les Zinspiré.e.s* project, renowned provincially and nationally, reaches an ever-growing audience. In order to enrich the Francophone theatrical experience and artistic expression, the company creates dynamic digital content related to its theatrical productions. Enthusiastically supported by its audiences, school networks, artists, donors, and the Canadian theatre community, TfT has the human and financial resources to achieve its goals.

Five Strategic Goals to Fulfill Our Vision

AXIS 1: Increase General Public Audience Numbers

Strategic Priorities

1. Monitor the uncertainty of consumer habits post-pandemic and adjust our strategies accordingly. (Ensure that best safety practices and refund/exchange policies are established.)
2. Offer a season of balanced, diversified, and relevant programming of classics and contemporary work (programming diversity)
3. Create attractive programming for the 20-35 age group
4. Offer bimodal programming (at the theatre, in-person, and online through a digital streaming platform)
5. Develop a communication plan to increase the company's range of visibility while improving its public image
6. Continue to expand the pool of Francophile spectators

AXIS 2: Increase, Strengthen and Retain Public School Audiences

Strategic Priorities

1. Work with the different school boards to develop relations to overcome
    a. ineffective sharing of information with teachers by the school boards
    b. the complexity of rules around organizing school outings during the pandemic
2. Retain and deepen relationships with teachers
3. Create a new advisory committee (prioritizing eager teachers)

AXIS 3: Increased Human and Financial Resources

Strategic Priorities

1. Increase revenue sources at the following levels:
    a. Private sector (corporations and foundations)
    b. Public sector (government)
2. Continue developing self-generated means of income (box office, theatre classes, and studio rental…)

AXIS 4: Overcoming Venue Challenges

Strategic Priorities

1. Venue construction project (Goal for 2027)
    a. Move forward with the infrastructure project
    b. Raise awareness among donors and the private sector
    c. Set up a major capital campaign
    d. Develop partnerships
    e. Increase project-dedicated human resources
2. Current performance space
    f. Determine a short-term action plan
    g. Explore the possibility of performing at another space during construction
3. Administrative Office
    h. Reorganize and redesign office spaces
    i. Improve the space dedicated to the Studio for Creation
4. Improve our digital infrastructure

AXIS 5: Artistic Development

Strategic Priorities

1. Encourage the development and production of scripts by Toronto authors
2. Co-produce and co-create with local French and English companies
3. Present works related to the GTA's diverse immigrant and First Nations communities
4. Continue programming with Ontario and Canadian companies to deepen the sense of belonging to the Canadian Francophonie
5. Create ties with international artists and companies (Africa, Caribbean, France) with the aim of producing future original works and presenting touring shows.
6. Program innovative works tha include different media (projections)

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