

2024 - 2025



Professional
Association of
Canadian Theatres

YEAR IN
REVIEW

CONNECTING
ADVOCACY
LEARNING
LABOUR
ADVANCING

PACTcon 2025 photo by Stoo Metz



The Foster Festival, *Time & Tide*, photo by Emily Oriold, 2024



MT Space & Page 1 Theatre, *There are no Gays in Chechnya*, photo by Andy Wright, 2023



Message from PACT President Kathryn Westoll

“Reflecting on 2024–2025, it was more than a year of programming—it was a year of purpose. Halifax PACTcon brought bold ideas and shared wisdom from across the country. Our evolving Strategic Plan prioritizes resilience, connection, support, and engagement.

The audience campaign sparked new conversations and deeper connections, reminding us that theatre is not just seen—it’s felt.

With the launch of the educational colleagues, we invested in the next generation of cultural leaders.

These achievements offer not just lessons, but direction.

We move forward with gratitude, clarity, and collective strength—driven by creativity, purpose, and a shared pledge towards the future.

I would also like to thank our incredible board of directors for their time, dedication, and commitment to PACT, our community, and the sector at large. Your energy and work do not go unnoticed and are VERY appreciated.”

*Message from from PACT Executive Director **Brad Lepp***

"As we look back at the 2024-2025 year, I am proud of all we've accomplished together. A year that contained questions, uncertainty and challenges, was also one of resilience, creativity and dedication from our community."

This past year:

- We gathered virtually and in person to connect, engage and collaborate.*
- We exchanged ideas, knowledge, and experiences, learning from one another.*
- We used our collective voice to amplify our impact and advocate for funding and programs to support our sector's sustainability and growth.*
- We negotiated on your behalf and worked with labour partners to address your priorities.*
- We worked to build sector capacity to address the challenges and opportunities ahead.*

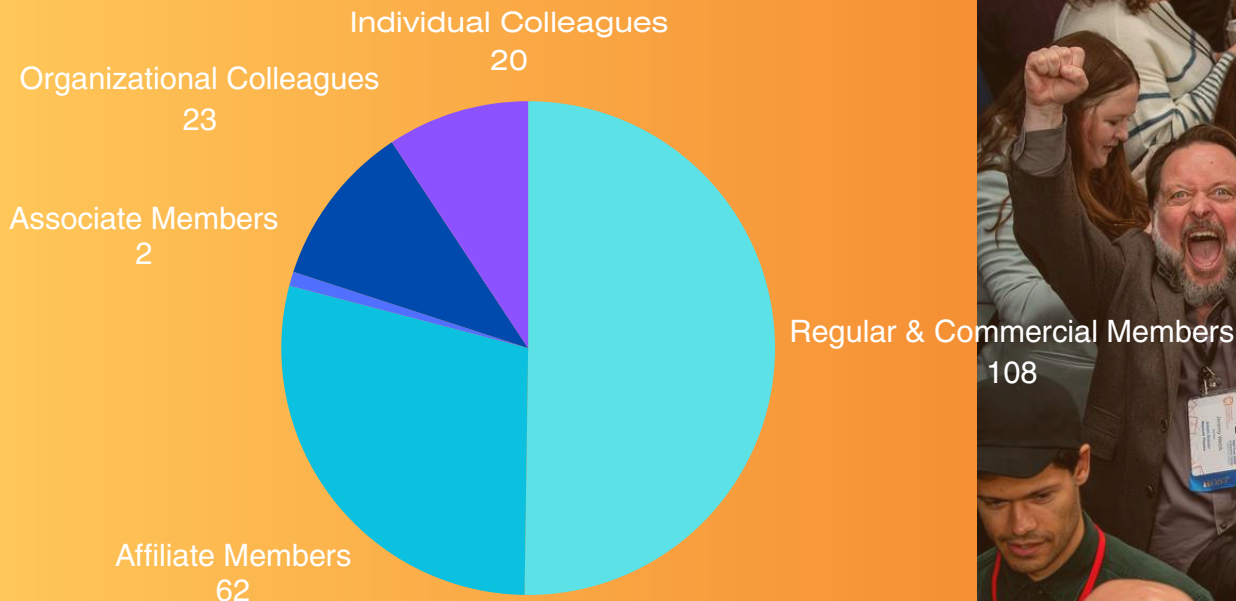
Theatre has always been a Team Sport, and at its best that is what PACT embodies. None of this would have been possible without the dedication of our Members and Colleagues, partners, supporters, staff and community members. Thank you for your ongoing participation and impact."

CONNECTING

We convene and facilitate points of exchange including regional & caucus meetings, town halls, conferences, and peer-to-peer sessions, creating opportunities to network, share knowledge and discuss issues impacting our sector.



CONNECTING Members & Colleagues



***We welcomed 6 Post Secondary
Education & Training
Organizational Colleagues!***

PACTcon 2025 at Alderney Landing,
photo by Stoo Metz



CONNECTING

Marketing & Communications

136
Social
Media
posts

Launch of
Bluesky
Account

167
e-mails
sent out

CONNECTING

Committees, Regions & Caucuses

10

Committees

9

Caucuses

149

Committee
Members

8

Regions

85

Caucus,
Region &
Committee
Meetings

CONNECTING Awards

Recognizing the impact, leadership, & accomplishments of our members at PACTcon 2025

Green Award: **Two Planks & a Passion Theatre Co.**
Acts of Resilience
& Runner up: **Onsishka Productions**

Mallory Gilbert Leadership Award: **Claire Sakaki
& Protégé Stacey Menzies**

Honorary Lifetime Membership: **David Nairn**



David Nairn, PACTcon 2025



Acts of Resilience cohort at Ross Creek Centre for the Arts



Claire Sakaki &
Stacey Menzies
at PACTcon 2025

LEARNING

We offer programming & professional development for both artistic staff and arts administrators to enhance the work of theatre-making and grow sectoral knowledge and capacity.

Programming by numbers

2,861

attendees at
our events &
sessions

148
events

...excluding PACTcon!



Catalyst Theatre,
"THE INVISIBLE: Agents of Ungentlemanly Warfare",
photo by Melissa MacPherson, 2024

LEARNING & CONNECTING

Programming
throughout
the Year

Dawnette Baldeo
on Social Media
Policies

CTA
Book Club

Harmony@Work

**Town
Halls**

**Refresher
Series**

**Reimaging
Customer
Relationships
Forum**

**Mental
Health
First Aid**

HR Series

**Labour
Learning**

**Mental Health
First Aid**

**Connected
Currents**

**International
Touring
Learning
Sessions**

**New Leaders
Roundtables**

**Peer
to Peer**

**Board
development
workshop**



LEARNING & CONNECTING PACTcon 2025

Ripples of Impact

May 21-24, 2025

Kjipuktuk/Halifax

58

sessions

30

Local
Learners
attended

254

Attendees

25

Travel
Subsidies
given

140

organizations
attended

3

host
venues

Michael J. Bobbitt, Keynote Speaker at PACTcon 2025,
photo by Stoo Metz



LABOUR

We negotiate various labour agreements with partner organizations such as Canadian Actors' Equity Association, the Associated Designers of Canada, L'Association des professionnels des arts de la scène du Québec (APASQ) and Playwrights' Guild of Canada.

Negotiations for 2 agreements

7

working groups,
parachute &
hotline teams

9

core
negotiation
team
members

6

months of core
team planning
& meetings

50

negotiation
hours

Tapestry Opera in association with Crow's Theatre,
Rocking Horse Winner, photo by Dahlia Katz 2023

LABOUR

Negotiations Masterclass

This all-day specialized training session presented by the Labour Relations Committee offered a deeper understanding of mastering the necessary leadership skill of negotiations. Participants were offered knowledge mastering fundamentals, strategies & tactics, managing high-stakes situations, and real world application.

PACTcon 2025
May 21 - May 24, 2025

"I'm grateful that PACT is being a leader in the sector by offering support and toolkits to help equip all generations of leaders with better vantage points for the inevitable negotiator role we will be playing."

Dave Deveau, Co-Artistic & Managing Director of Carousel Theatre for Young People,
Founding Associate Artistic Director of Zee Zee Theatre

Honestly, this was the best session I've taken at PACT since I started coming in Montreal 2009."

Heather Cant, Artistic Director, Persephone Theatre



ADVOCACY

We are highly engaged in federal advocacy to advance shared priorities & policies relating to the concerns and issues of our members.

*We do this by engaging with the **Department of Canadian Heritage, Office of the Minister of Canadian Heritage, and the Canada Council for the Arts,** among many others.*



ADVOCACY

Election & ArtsVote 2025

The **Advocacy Committee** & **PAA** released and shared resources to help candidates know that *theatre is vital to our communities.*

- PACT Election Guide 101
- Advocacy One Pager
- ArtsVote 2025 In partnership with the **Canadian Arts Coalition** shared resources, like tips on hosting debates, inserts for audiences, and the **Home Election Kit.**

Watermark Theatre, *The Woman in Black*,
photo by David Gladstone , 2025



ADVOCACY

World Theatre Day 2025 & World Theatre Day for Children & Youth

400+

views on YouTube of
Senator René Cormier's
address

750K

**accounts reached
over social media**

246

individuals accessed
World Theatre Day
Resources

All 8

regions had
members & colleagues
participate!

**Theatres
employ**

**over
30,000
Canadians**



**1 in 4
Canadians**
attend



**live
theatre
performances**

**Canada
is home
to
500**



**theatre
companies**

ADVANCING

We address strategic priorities impacting the broader sector through knowledge sharing, resource generation, and capacity building among our membership. This is often the work of committees, working groups & focused projects.



Partnerships & Projects

Orchestras Canada
Festival TransAmériques
Scale Collective
Staging Better Futures

ATFC
Arts Fund Canada
Assitej Canada
Canadian Arts Coalition

CAPACOA
CHRC
Harmony@Work

ADVANCING

Experience Live Theatre

A national digital advertising campaign with the goal to reignite that spark in audiences, remind them that there is nothing like the experience of live theatre and encourage existing and new theatregoers to choose more scene time and go see a show!

9,060,861

Meta accounts
reached!

2,839,495

video plays
in their entirety
on Meta

33,132,431
impressions

Hey!
Wanna come to the theatre tonight?
👉👉👉



Sure, let's do it! ✨👉

ADVANCING Rising Tides

A multi-faceted skill development mentorship platform designed for IBPOC performing arts administrators, managers, initially launched as a pilot program in 2023.

The initiative intended to fill a gap in the Canadian performing arts sector around the training and mentorship of developing and mid-career IBPOC administrators and managers by providing a program specific to the needs of this underserved community.



Rising Tides 2024-2025 co-hort at PACTcon 2025

“Being part of Rising Tides was like stepping into a beautifully chaotic group chat where everyone’s learning from everyone!

Our conversations were full of insight, laughter, and those ‘aha!’ moments that make you feel like you’re growing without even realizing it. It’s mentorship, but in a collaborative, fun, and genuinely impactful way.”

-- 2024-25 Rising Tides participant

ADVANCING

Practical Ecodesign Guide for the Performing Arts, produced by FTA & Écoscéno, in collaboration with PACT and others

The online publication of the **Practical Ecodesign Guide for the Performing Arts**, produced in collaboration with PACT and 7 other institutions in Quebec's performing arts ecosystem.

The Guide is divided into two parts:

- A theory section based on extensive documentary research and the observations of experts in the sector
- Reference sheets intended as tools that can be applied directly to professionals' day-to-day work.

This guide brings together various concrete suggestions for making creative works, tours, and post-production more eco-responsible.



ADVANCING

International Network for Contemporary Performing Arts Conference

PACT participated in **IETM's Plenary Meeting** in Sofia, Bulgaria from June 12-15, 2024.

Thanks to funding from the Canada Council for the Arts' Arts Abroad grant, we were able to bring a delegation from The MT Space, Theatre Passe Muraille, Boca del Lupo, Tapestry Opera, Prairie Theatre Exchange, 2b theatre, Geordie Theatre, Savage Society and Catalyst Theatre!



PACT IETM delegation selfie, 2024

STAFF & BOARD

STAFF

Brad Lepp - Executive Director
Ainslee Jessiman - Membership & Communications Manager
Alison Peddie, CHRP - Labour & Employment Relations Manager
Patricia Cerra - Program Manager
Panthea Vatandoost - Program Associate
Nathaniel Hanula-James - Program Coordinator, Rising Tides
Darragh Mondoux - Communications & Membership Associate
Josh Marchesini, Membership & Communications Associate
Zachary Moull, Program Manager



BOARD

Kathryn Westoll - President
Sarah Kitz - Vice President
Nine-Lee Aquino - Co-Past President
Mike Payette - Co-Past President
Evan Klassen - Treasurer
Nick Tracey - Advocacy
Alex Currie - Caucus Advisory
Laura Caswell - Environmental Stewardship
Pragna Desai - Health & Safety
Danny Everson - Human Resources
Kevin Matthew Wong - International Relations
Lisa Li - Labour Relations
Pat Rundell - Membership & Engagement
Marnie Hamagami - Regional Advisory

THANKS TO

Government Funders



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for the Arts

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THANKS TO

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- Katie Inverarity
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- Nikki Loach
- A group of students from North Park Secondary School

PACTcon Donor & Travel Subsidy Donors

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- Citadel Theatre
- David Nairn
- Evan Klassen
- Factory Theatre
- Gateway Theatre
- Geordie Theatre
- Globe Theatre
- Great Canadian Theatre Company
- Heather Landon
- Jake Tkaczyk
- Jennifer Brewin
- Jessie van Rijn
- Kaleidoscope Theatre for Young People
- Keri Mitchell
- Kevin Loring
- Lisa Li
- Mark Aikman
- Mirvish Productions
- Mulgrave Road Theatre
- National Arts Centre – English Theatre
- National Arts Centre – Indigenous Theatre
- Neptune Theatre
- Nick Tracey
- Nightswimming
- Roseneath Theatre
- Royal Manitoba Theatre Centre
- Savage Society
- Segal Centre for Performing Arts
- Shaw Festival
- Stratford Festival
- Tarragon Theatre
- Theatre Alberta
- Theatre Aquarius
- Theatre Calgary
- The Grand Theatre
- Vertigo Theatre
- Vikki Anderson
- Young People's Theatre

Photo credits

Cover Page - Top right: 2025 PACTcon reception at Neptune Theatre, photo by Stoo Metz
Centre: The Foster Festival 2024, *Time & Tide* by Jody Stevens McCluskey, Raquel Duffy as Kathleen, Stephen Guy-McGrath as Will, Donna Bellville as Nan, Rahul Gandhi as Jarrod, and Evelyn Wiebe as Rose. Jamie Williams, Director; Beckie Morris, Set Designer; Alexa Fraser, Costume Designer; Stacy Graham, Lighting Designer; Michael Panich, Stage Manager; Abby Malcolm, Apprentice Stage Manager. Photo: Emily Oriold.

Bottom: MT Space & Page 1 Theatre, *There Are No Gays In Chechnya*, IMPACT23 – Director: Pam Patel, Lighting Designer: Chris Malkowski, Costumes & Prop Designer: Freddy Van Camp, Artists in photo: Bó Bárdos, Taras Rudyi, Maher Sinno, Robert Azevedo, Photo by Only1AndyWright.

Pg. 1 - *Snow White* by Greg Banks 2023, Director: Jennica Grienke, Set & Props: Monica Emme, Costumes: Emily Friesen, Lighting: Rebekah Johnson, Assistant Director: Sophia Saugstad, Stage Manager: Taylor MacKinnon, Tech. Director: Ash Shotton, Artists in Photo: Katrina Teitz, Carly Pokaradi, MJ Coomber, Photo by Emily Cooper.

Pg 2. - *The Recipe*, 2024, Producing Companies: Co-production with Theatre Projects Manitoba and the Royal Manitoba Theatre Centre, Playwright Armin Wiebe, Director Ardith Boxall, Set Designer Brian Perchaluk, Costume Designer Daina Leitold, Lighting Designer Hugh Conacher, Artists in Photo: Amanda Shymko and Rhea Rodych- Rasidescu, Photo by Dylan Hewlett.

Pg. 3 - PACTcon 2025 Opening Reception at Neptune Theatre, photo by Stoo Metz

Pg. 4 - PACTcon 2025 5 a 7 at Alderney Landing, photo by Stoo Metz

Photo credits

Pg. 5 - *Neddy Norris Night*, Theatre Newfoundland Labrador, Cast: Nabil Ayoub Taylor Rae Groves Nick Hamlyn, Creator & Director: Stephanie Payne, Kyle Ahluwalia, Lighting Designer Natalie Hutchings, Stage Manager photo by Connor Price-Kelleher.

Pg. 6 - Manitoba Theatre for Young People, *A Year with Frog and Toad*, 2024, Director: Pablo Felices-Luna and Sara Topham, Production Design: Jackie Chau, Featured: Emily Meadows, Jillian Willems, Hazel Wallace, Photo by Leif Norman.

Pg. 7 - Catalyst Theatre, *The Invisibles: Agents of Ungentlemanly Warfare*, 2024, Director: Jonathan Christenson, Production Designer: Bretta Gerecke, photo by Melissa MacPherson.

Pg. 8 - PACTcon Reception at Neptune Theatre 2025 photo by Stoo Metz

Pg. 9 - PACTcon 2025 Keynote Speaker Michael J. Bobbitt, photo by Stoo Metz

Pg. 10 - Tapestry Opera in association with Crow's Theatre, *Rocking Horse Winner*, 2023. Artists in photo: Anika Venkatesh (The House), Alex Hetherington (The House), Peter McGillivray (Bassett), Asitha Tennekoon (Paul), Keith Klassen (Oscar), Midori Marsh (The House) and Korin Thomas-Smith (The House) photo by Dahlia Katz.

Pg. 11 - PACT Board of Directors at Neptune Theatre, PACTcon 2025, photo by Stoo Metz

Photo credits

Pg. 12 - PACT's Executive Director Brad Lepp with delegates at 2024 Arts Day on the Hill, Ottawa.

Pg. 13 - Watermark Theatre, *The Woman in Black*, 2025. Director: Rahul Gandhi, Set & Costume design: Sabrina Balliana, Lighting design: Ryan Rafuse, photo by David Gladstone.

Pg. 15 - Segal Centre for the Performing Arts and David and Hannah Mirvish Production, *Titanique*, 2024, Director: Tye Blue, Set design: Gabriel Hainer Evansohn & Grace Laubacher for Iron Bloom, Costume Design: Alejo Vietti, Lighting Design: Paige Seber, Full Cast on stage, photo by Marie-Andree Lemire, 2024

Pg. 17 - Rising Tides 2024-2025 Co-Hort at PACTcon 2025, Nathaniel Hanula-James, Audrey Kwan, Brianne Jang, Hiyam Mahrat, Kira Allen, Shawn Tse, Siobhan Powell, and Yulissa Campos.

Pg. 18 - Theatre Calgary & Alberta Theatre Projects, *Selma Burke*, 2024, Director: Delicia Turner Sonnenberg; Set: Hanne Loosen; Costumes: Adejoké Taiwo; Lighting: Tim Rodrigues; Sound: Kathryn Smith Artists pictured: Norma Lewis and Heather Pattengale, photo by Trudie Lee