The National Arts Centre (NAC) is Canada’s bilingual, multi-disciplinary home for the performing arts. The NAC presents, creates, produces, and co-produces performing arts programming in various streams—the NAC Orchestra, Dance, English Theatre, French Theatre, Indigenous Theatre, and Popular Music and Variety—and nurtures the next generation of audiences and artists from across Canada. The NAC is located in the National Capital Region on the unceded territory of the Algonquin Anishinabeg Nation.

**Mandate:** As a Crown Corporation, the Board of Trustees of the National Arts Centre reports to Parliament through the Minister of Canadian Heritage. The NAC is governed by the *National Arts Centre Act*, which defines its mandate as follows: to operate and maintain the Centre; to develop the performing arts in the National Capital Region; and to assist the Canada Council for the Arts in the development of the performing arts elsewhere in Canada.

The strategic plan was approved by the NAC Board of Trustees: Adrian Burns, Chair; Eric Fournier, Vice-Chair; Angela Birdsell; Susan Glass; Sanjay Shahani; Louise Sicuro; Tracee Smith; Jim Watson, ex-officio, Mayor of Ottawa; Maxime Pednaud-Jobin, ex-officio, Mayor of Gatineau.
Embracing Change

A message from Christopher Deacon, President and CEO

The National Arts Centre is a home for Canada’s performing artists and their audiences. It’s a gathering. It’s an idea. It’s a dynamic process.

The NAC supports artists, gives them a stage, and connects audiences with their work. Engagement in the performing arts is both an emotional and a social experience. When big changes happen in our society, in the larger world, they are reflected and expressed on our stages. Artists tell the stories of change. Audiences are drawn to experience that change through characters in theatre and stories told through dance and music. The stage invites us to see the world a different way.
The disruption and harm that COVID-19 has brought to our communities threatens the performing arts in unique ways. Gatherings and social experiences now pose challenges to health and safety. Many artists and arts organizations face an uncertain future.

We are witnessing a collective call to action to address systemic racism within our institutions faced by Indigenous, Black and People of Colour (IBPoC), as individuals and as communities. We must act to make our stages and spaces more diverse, accessible, equitable and inclusive.
At the NAC, we see an opportunity for profound change.

We imagine a vibrant, renewed performing arts ecosystem that includes a wider spectrum of stories, cultures and artists. Voices and perspectives that have previously been excluded.

We imagine greater access and opportunities for engagement with the performing arts for all. We imagine a strong, adaptable sector that embraces innovation and builds capacity to foster the next generation of performing artists, audiences and cultural leaders.

With this plan, we commit to leading and supporting the growth of a renewed performing arts sector—not a resurrection of the old, but instead a transformation into something new.
What We Do

Engaging people in the performing arts is our passion.

Artists tell stories that inspire and move us. We bring to light those powerful stories and make space for diversity of voices and perspectives on the national stage. Through the experience of the performing arts, we strive to inspire, challenge and entertain, and to create opportunities for dialogue and understanding that remind us of our shared humanity.
Vision 2020–2023

Over the next three years, the NAC will lead and support the renewal of the Canadian performing arts sector.

Through collaboration and investment in creation, production, co-production, and dissemination, along with a heightened focus on community engagement, learning, and innovation, the NAC will shape a more diverse, equitable, and inclusive future for the performing arts in Canada.
Values

**Inclusion**: We work to identify and dismantle racist structures within our institution. We commit to diversity, equity, accessibility and inclusion, and to creating a welcoming and respectful space for everyone at the NAC.

**Creativity**: We invest in and support artistically ambitious work, and play a multiplier role for Canadian creation in the performing arts.

**Generosity**: We are generous with each other, with artists, our partners, and our audiences.

**Sustainability**: We pledge to activate the role of the performing arts to ensure a sustainable future.

**Engagement**: We strive to create outstanding experiences for artists, audiences, and communities that connect and inspire.
Foster Long-Term Resiliency Through Learning and Innovation

Support Renewal Through Dynamic Artistic Leadership

Build Community Through Expanded Engagement

Maximize Impact Through Operational Sustainability

2020-2023 Strategic Pillars
Support Renewal Through Dynamic Artistic Leadership

Key Priorities:

Amplify historically excluded voices on the national stage.

Continue to develop NAC Indigenous Theatre, showcasing Indigenous stories, and promoting the work of Indigenous artists.

Diversify the artists and organizations that the NAC works with to create, produce, co-produce, and disseminate artistic work.
Build Community Through
Expanded Engagement

Key Priorities:

- Work collaboratively to strengthen relationships with historically excluded communities.
- Enhance the NAC’s national reach through expanded digital engagement.
- Increase programming opportunities for youth and families.
- Deepen our understanding of audiences to inform best practices in visitor experience, digital engagement, accessibility and inclusion.
Foster Long-Term Resiliency Through Learning & Innovation

Key Priorities:

Expand educational programming and online learning opportunities for students and teachers.

Create new opportunities for skills development in the performing arts and the advancement of IBPoC arts professionals.

Build collaborative partnerships to support research on the impact of the performing arts.
Maximize Impact Through Operational Sustainability

Key Priorities:

1. Ensure the health and safety of employees, artists and audiences at the NAC.
2. Foster an equitable work culture that increases access to opportunities to join and grow within the NAC.
3. Respond to the financial impacts of the pandemic through prudent financial management and diversified revenue strategies.
5. Lead change in the performing arts sector by championing environmentally sustainable practices.
Canada is our stage.
Join us for The Next Act.