



2003 Annual Report

Creative Women Workshops Association (CWW) is a not-for-profit society incorporated in June 2000 in the province of British Columbia in CANADA.

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Board of Directors

President & CEO, Carol Whiteman, BC
Vice President, Sara Diamond, AB
Secretary/Treasurer, Brian Gromoff, AB
Member-at-Large, TBA
Member-at-Large, TBA
(Also see Member Development)

MISSION

Creative Women Workshops strives towards gender equity by supporting, celebrating and developing the talents of women storytellers for screen including directors, actors, crafts people and technicians. Overall the society encourages excellence, creativity and collaboration in storytelling for screen.

VISION

Creative Women Workshops is dedicated to increasing the number of women participating in a meaningful way in leadership and non-traditional positions in Canadian film, television, video and new media programs from less than 10% to 50% (timeline yet to be determined).

STAKEHOLDERS

There are now over 325 WIDC alumnae (directors, actors, and professional and work study crewmembers) hailing from nine provinces and the Yukon. In addition to individual members, ACTRA and The Banff Centre are founding organizations and are represented on the CWW Board. Industry and Arts organizations across the country play an advisory role in guiding the activities of the society.

SERVICES

Member / Alumnae Communications Network: An ongoing electronic update service keeps members and program alumnae in contact with each other and the rest of the community. Notices of job opportunities, festival applications and direct referrals are also provided.

Annual General Meeting / WIDC Launch Event: was held during the Banff Television Festival, June 13, 2002. After the AGM, members in attendance were introduced and their achievements highlighted to approximately 75 guests at the annual Launch Event.

Website: www.creativewomenworkshops.com provides members and the community (regional, national and global) information on the society's activities. The site requires more development; more frequent updating and monitoring for use. Suggestions for site improvements may be directed to the CEO.

Toll Free Telephone: A venue of free access to information and support for members, alumnae and community stakeholders, this service is beginning to receive increasing use.

Staff: The CEO, Carol Whiteman oversees the general activities of the society, including administration, fundraising, program development and delivery, and membership services. Office hours are kept in Vancouver, BC, 9:00 a.m. to 4:00 p.m. PST Monday through Friday, with message return access on weekends. During WIDC and SIM programs, office hours are kept in Banff, Alberta, 9:00 a.m. to 6:00 p.m. MST seven days a week.

Volunteers: Hundreds of volunteer hours went into supporting the activities of the society this past year, including member and alumnae follow up mentorship, program adjudication and curriculum development. An Advisory Committee of members and community stakeholders continues to be developed. Special thanks go to members Peg Campbell and Roger Vernon for their continued work in curriculum development and adjudications for WIDC.

PROGRAMS and EVENTS

Through an ongoing partnership agreement The Banff Centre and ACTRA provide continuing support to the society in producing the WIDC and SIM programs.



Story Incubation Module (SIM): The pilot session of SIM was held December 6 to 8, 2002 at The Banff Centre. Attended by the 12 WIDC director participant finalists, the session was facilitated by Carol Whiteman and taught by Mentor Story Editor Peg Campbell and Guest Story Editor Carolyn Mamchur. Eight of these participants, selected by the WIDC jury, advanced to the WIDC Workshop in January. Providing the month of follow up consultations with the Mentor Story Editor proved challenging over the holiday season, but the advances made in the stories and the directors' understanding of their stories had a significant positive impact on their WIDC experience. (Bios available)

Major Sponsor: Canada Council for the Arts.



The Women in the Director's Chair (WIDC) Workshop: The seventh annual session of WIDC was held January 23 - February 10, 2003 at The Banff Centre. Led by acclaimed writer/director Patricia Rozema (*I've Heard the Mermaids Singing*), eight Canadian women directors of film, television, video and new media drama received mentorship in all areas of production from senior professionals, worked with professional actors and crewmembers and each directed and edited an original short dramatic work. Participants included:

- 5 Senior Faculty (director, director of photography, actor, editor and story editor),
- 3 Guest Speakers
- 8 Canadian women directors
- 10 Professional actors (ACTRA)
- 21 Professional crew (Directors Guild of Canada and IATSE)
- 21 Workstudy crew

Advances in administrative tools, consistent administrative support, which included a seasonal full time Line Producer Work Study based in Vancouver, an additional Line Producer during the workshop, The Banff Centre's BNMI Special Events and Workstudy Coordinator Debra Prince and other Banff Centre staff time dedicated to support WIDC, contributed to the success of this year's program (A more detailed program report is available).

Sponsors List: Available with CWW Financial Statements or see 2004 Brochure/Newsletter Issue 1

OTHER ACTIVITIES

Fundraising: Towards a budget of \$693,000 Creative Women Workshops generated over \$500,000 in financial and in kind support from a variety of organizations and individuals. Limited fundraising success in 2002/2003 was attributed to the continuing down turn in the economy due to world events and a restricted amount of promotion and corporate profile in the eastern regions of Canada. Also see Future Goals/Projects/Programs.

New Logo Designs: January 2002, The Women In the Director's Chair Workshop received a new logo courtesy of an in kind design contribution by The Banff Centre. This year new temporary logos were created in house for Creative Women Workshops and the new Story Incubation Module (SIM).

FUTURE GOALS/PROJECTS/PROGRAMS

Membership Development: One of the mandates of the two Member-at-Large positions on the Board is to help develop member / alumnae participation in the society.

GOAL: Increase CWW membership to 100 members by fiscal year end 2004.

Director Marketing and Development: Strategies are being developed to increase the society's profile within the community, the ultimate outcome being financial stability (better fundraising). The services of a Marketing and Development Director (ideally based in the east) would be employed to help implement these strategies. This position is pending funding.

GOAL: Stabilize core funding for administration and development staff by fiscal year end 2005.

WIDC International: A version of WIDC that would include participants and faculty from both Canada and other partnering countries is in the preliminary stages of development with no grants pending at this time.

GOAL: WIDC 10th Anniversary to include an International WIDC Workshop to take place in 2006.

WIFT-International Summit: CWW has been invited to create and deliver a WIDC-type session at the Women In Film & Television International Summit in New Zealand, April 2004. This project is pending funding.

GOAL: Make a contribution to WIFTI and increase the profile of WIDC on an international level.

Carol Whiteman
President & CEO