



2004 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, Anita Doron, ON
Member-at-Large, Katie Tallo, ON

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 384 *WIDC alumnae* (directors, actors, and professional and work study crewmembers) hailing from every province and the Yukon and NWT. 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 12, 2003 to allow for maximum attendance and maximum career benefit to members. 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. Also see Member/Alumnae Development.

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.

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.

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. The WIDC Programs Producer (also Carol Whiteman) was supported for a total of 12 weeks starting December 2003 by 2 work studies funded by The Banff Centre.

PROGRAMS

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 second session of SIM was held December 5 to 8, 2003 at The Banff Centre. Attended by the 8 WIDC director participants, the session was facilitated by Carol Whiteman and taught by Mentor Story Editor Peg Campbell and Guest Instructor Carolyn Mamchur focusing on Story Structure and Character Development through the understanding of personality type and temperament theory. Providing the month of follow up consultations with the Mentor Story Editor went smoothly over the holiday season. 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: CBC Television.



The Women In the Director's Chair (WIDC) Workshop: The eighth annual session of WIDC was held January 22 - February 8, 2004 at The Banff Centre. Led by acclaimed director / producer Norma Bailey (*The Sheldon Kennedy Story*), 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:

- 6 Senior Faculty (director, director of photography, actor, editor and story editor, production designer),
- 3 Guest Speakers in the area of New Media Content Creation
- 8 Canadian women directors
- 10 Professional actors (ACTRA)
- 21 Professional crew (Directors Guild of Canada and IATSE)
- 21 Workstudy crew

In addition to the WIDC Producer, 2 seasonal Line Producer Work Studies based in Vancouver, The Banff Centre's BNMI Special Events and Workstudy Coordinator Debra Prince and a third seasonal Line Producer handled the administrative elements of the program. Other Banff Centre staff time dedicated mainly during the workshop also 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 2005 Brochure/Newsletter Issue 1

OTHER ACTIVITIES / EVENTS

Fundraising: Creative Women Workshops generated over \$666,000 in financial and in kind support from a variety of organizations and individuals. A re-valuation of The Banff Centre's in kind contribution and the sponsorship of CBC Television contributed to the increased success in fundraising this fiscal. CWW still contends with a restricted amount of promotion and corporate profile in the eastern regions of Canada. Also see Future Goals/Projects/Programs.

ALUMNAE AWARDS

@Wallace Studios WIDC Alumnae Studio Location Award:

WIDC Banff Television Festival Fellowship:

FUTURE GOALS / PROJECTS / PROGRAMS

Membership / Alumnae

Development: The Ad hoc committee met via email and conference call to discuss strategies, which included: web site development, alumnae awards, refresher courses, reunions, production incentive initiatives and an after-grad project. More detailed report available.

GOAL: Increase WIDC Alumnae success rates and increase CWW membership to 100 members by fiscal year end 2004.

Marketing and Development:

Strategies are being developed to increase the society's profile within the community, the ultimate outcome being financial stability (better fundraising).

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 was invited to create and deliver a WIDC-type session at the Women In Film & Television International Summit in New Zealand, April 2004. The WIFTI Summit provided funding towards meals, accommodations and a token fee of \$1,000 (NZ) towards this project. As of March 31, 2004 Carol Whiteman was scheduled to attend the Summit to moderate a panel with Niki Caro (WHALE RIDER) and her creative team and present Live Mentorship Sessions specially designed for the Summit.

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