



**Independent
Media Arts Alliance**
Alliance des arts
médiatiques indépendants

ANNUAL REPORT 2006-2007

Presented to the membership
at the 2007 Annual General Meeting
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Montréal, Québec

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INDEPENDENT MEDIA ARTS ALLIANCE MANDATE

(From the Letters Patent, March, 1981)

The Objects of the Corporation are:

1) to focus and co-ordinate independent film efforts

2) to provide for continued communication in the form of a general assembly (AGM) of representatives of member groups at least once a year

The general assembly (AGM) shall be a:

- forum of communication and discussion among independent film groups

- an opportunity for developing links, personal and filmic, between all cultural elements of the alliance

- a means to promote a positive connection with film agencies and organisations in the government and private sectors.

In 1989 the name was changed to include video, in 1994 the members voted to include electronic media in the Alliance mandate and at the 2003 AGM, the members decided to change the name of the corporation to Independent Media Arts Alliance in order to better suit the diversity of practices that the Alliance represents.

in February 2004, a special Governance meeting was held which aimed at improving the Alliance's governance structure in views of its recent growth and membership diversification. A new mission statement was then developed:

The Independent Media Arts Alliance is a national Arts service organization that advances the interests of a vibrant media arts community.

EXECUTIVE REPORT

A behind the scenes view at the Independence Media Arts Alliance would enable one to see the depth of history and knowledge regarding the Advocacy for the media arts in Canada. The pioneers who have helped shape the vision of the IMAA since 1981, and the media artists who are just now becoming involved, are celebrated this year as we close the anniversary of our 25th year.

The Independent Media Arts Alliance has been "looking within" this last year. We have been working towards strengthening the organization by finding more effective ways of communicating to our members through developing our website, working on providing toolkits as an additional service and strategizing new fundraising goals. We've recognized that looking within also means looking beyond ourselves and developing strong partnerships with organizations that are working towards similar goals for arts and culture.

This last year IMAA has been very active in its efforts to further the flourishing of arts and culture in Canada. The IMAA could not have accomplished all that it has were it not for our hard working National Director Jennifer Dorner, and Administrative Coordinator François-Xavier Tremblay. Their dedication to the Independent Media Arts Alliance has brought the voice of our members to the forefront of important media arts advocacy concerns.

Many heartfelt thanks also go to the IMAA Board of Directors, who have given their time and experience this past year. I feel incredibly lucky to have been in the presence of such minds and look forward to the continued involvement of our members and media arts community.

I'll close by wishing the IMAA Staff, the Board of Directors, the IMAA Members, the many individuals who've contributed to the organization in the last 25 years and the countless volunteers a very Happy 25th Anniversary!

Mireille Bourgeois, IMAA President
On behalf of the Executive

NATIONAL DIRECTOR REPORT

This past year has been a chapter of anniversaries. To name a few, the Canada Council turned 50, the IMAA turned 25 and many of our member organizations are celebrating milestone anniversaries in the 2006-07 year. Along with the IMAA, SAW Video, Media Net, Island Media, FAVA, Main Film, Oboro all turned a quarter century. The Sask Filmpool and Co-op Video are now 30, Videographe is 35 and the CFMDC reached 40. Reel Asian, Year 01 and Urban Shaman are now a decade strong. In recognition of this, congratulations to all of us for our accomplishments and I wish everyone many more years of achievement and success.

On behalf of the Board of Directors I am pleased to report on the IMAA activities from this past year that have primarily focused on restructuring the organization as we move forward into this next phase of the Alliance. The questions that the board and staff have been asking are; How can the IMAA be more effective in its lobby efforts? How can we address the needs of a more diversified and evolving membership? How can we gain more support from an even greater spectrum of organizations? How can we improve the overall profile of the IMAA and the independent media arts community in Canada?

The Board recognizes the incredible advocacy work done by the IMAA over the past 25 years and is pleased to be able to promote this through the IMAA 25th anniversary publication written by Peter Sandmark, former National Director of the Alliance. Also, the IMAA has launched a new web site. The website aims to improve communications, to increase use by holding online forums and has a featured member section in order to raise the profile of our media arts member organizations. All IMAA documents, toolkits and research are available on our website in addition to our monthly newsletter in both official languages.

The IMAA board also identified the need to improve services to its members. To address this, the IMAA will publish Toolkits to offer practical help and resources for artist-run media arts organizations. The first Toolkit of the series is being launched this September entitled "Art Spaces". *Art Spaces* outlines the issues related to physical space and is a resource devoted to helping media arts organizations establish permanent venues for the creation, presentation or distribution of media art works. The toolkit presents success stories from peer organizations and lists strategies, resources and links to other organizations and events that relate to the topic of art spaces.

The National Indigenous Media Arts Coalition (NIMAC) is currently working on an *Indigenous Outreach* Toolkit which will be launched this coming June at the 2008 IMAA National Conference. Other tool kits are being developed based on the needs of the community. These include a *Freedom of Expression* Toolkit, *Preservation* Toolkit and a look at employment standards and benefits for cultural workers, fundraising strategies and initiatives to increase sustainability for our member organizations.

As part of our self-reflective investigation, the IMAA is working with a consultant to examine our by-laws and make amendments that will allow the IMAA to grow, to be responsive to a changing independent media arts community. These changes will ensure that the founding principles remain and that the membership maintains an active voice in outlining the advocacy activities to be carried forward by the IMAA. The revised by-laws will be sent to members well in advance of the 2008 AGM to be ratified by the membership.

Another significant change is to hold our National Conference bi-annually which will allow the IMAA along with the host organization to dedicate sufficient time to plan and carry out a strong, stimulating and expanded conference with an emphasis on doing the outreach necessary for an increased audience. In the alternating years, the IMAA will hold its Annual General Meeting in

Montreal that will include an Open Forum and regional meetings. We are all very excited about the Conference taking place next June in Kelowna named "On Common Ground" which is being co-produced by NIMAC, the Alternator Gallery for Contemporary Art, the Ullus Collective and the University of British Columbia Okanagan.

Even though this year has been one of setting the stage for the coming phase, we have upheld an active advocacy file which was informed by issues brought forward during last year's Open Forum. The following details the principal activities carried out by the IMAA board and staff.

Standing Committee on Finance

Jennifer Dorner, National Director, submitted a brief and presented six recommendations to the Standing Committee on Finance last autumn and was accompanied by François-Xavier Tremblay, Administrative Coordinator. The brief called for increased support for the cultural sector including increased funding to the Canada Council for the Arts, additional support for the National Gallery of Canada specifically for a media arts curator, tax measures for artists, capital support for arts organizations, and stressed the urgent need for support for the preservation of media art works. Our recommendations were noted by the committee and were quoted in the Standing Committee on Finance's final report that included a recommendation to increase its support to the Council. The IMAA continued its lobby to the Federal Government urging that the recent injection of supplementary funds to the Council be made permanent. The IMAA was pleased with the announcement made this past July that the Canada Council would continue to receive the additional \$30 million from the May 2006 federal budget.

The IMAA submitted a brief to the Standing Committee on Finance for its Pre-Budget Consultations for 2007 and will prepare to make a presentation this autumn.

Standing Committee on Heritage

The IMAA was invited to submit a brief and to make a presentation to the Standing Committee on Heritage for its review on *The Role for a Public Broadcaster in the 21st Century*. The IMAA, in its brief and presentation urged that the federal government sustain funding to the Canadian Broadcasting Corporation/Radio-Canada so that it may develop its programming to reflect the independent media arts sector and to address regional discrepancies. Additionally, to advance its mandate in reflecting diverse and indigenous communities and to increase funds to support the archiving and preservation of the audio/visual works and invest in new media for the dissemination of this material.

Canada Council for the Arts

Mireille Bourgeois, IMAA President, attended a meeting organized by the Canada Council on October 24th that invited representatives of National Art Service Organizations and deliberated on the allocation of the Supplementary funds. The IMAA urged that the Council consider the growing needs of the media arts section and recommended that the funds be distributed equitably between all disciplines. After the results were published, many IMAA member groups were displeased with how the Council allocated the Supplementary Funds. A letter was sent to Robert Sirman outlining our concerns with the lack of transparency, the manner in which the "key" institutions were dealt with and defined, the lack of attention given to new practices with an emphasis on media arts and the lack of consideration for Indigenous Organizations and groups representing diverse cultures.

John Murchie, IMAA Vice President, and Steve Loft, NIMAC Director, attended a meeting organized by the Canada Council on June 17th that invited representatives of National Art Service Organizations as part of its strategic planning process that informed the Council's corporate plan for 2008-2011. The IMAA stressed the importance of media arts in all parts of the

country including rural areas. The IMAA urged the Council to recommit and expand its commitment to Aboriginal and cultural diversity; to make local and regional diversity a national priority. The IMAA also contributed to the Canada Council's strategic planning process and submitted a brief in response to its online discussion paper.

National Gallery of Canada

In early December, Jennifer Dorner and Francois-Xavier Tremblay met with Josée Drouin-Brisebois, the acting curator of Contemporary Art at the National Gallery of Canada to present our findings regarding the lack of collecting and exhibiting of media art and to follow up on our call for a media arts curator. A letter was sent to Pierre Théberge, Director of the National Gallery of Canada, to indicate that this would be an opportune time to address the need for a specialized curator for media arts. The IMAA will follow up once the NGC announces the newly hired Curator.

CHRC

In early December Jennifer Dorner, Francois-Xavier Tremblay and Daniel Roy, Director of the Artist-Run Centres and Collectives Conference, met with Susan Annis, Executive Director of the CHRC, to discuss ways in which our mutual organizations may work towards improving employment standards within artist-run organizations. We proposed to have a study funded by the CHRC. Susan Annis was not prepared to fund the study given the small staff size of our member organizations. We argued for the size of our collective organizations without success. In the meantime IMAA and ARCCC will continue to seek funding to support this project and will continue to lobby the CHRC to represent the needs of the artist-run organizations.

CARFAC RAAV SODART CARCC

Jennifer Dorner and François-Xavier Tremblay met with members of CARFAC, RAAV, SODART and CARCC in order to present the IMAA Recommended Fee Schedule drafted by the Distribution Organizations and to discuss the possibility of it being adopted by CARFAC as part of their rate schedule. Those in attendance were Gerald Beaulieu, CARFAC National President, Yves Louis-Seize, RAAV President / CARFAC National Vice-Representative, Quebec, April Britski, CARFAC National Executive Director, Christian Bédard, RAAV Executive Director, Janice Seline, CARCC Executive Director, Gilles Lessard, SODART Executive Director. The representatives were receptive to the idea of having this presented to the CARFAC membership at the 2007 CARFAC AGM. At the IMAA board meeting held in April, it was decided that the IMAA would publish this rate schedule independently of CARFAC and continue to develop an IMAA rate schedule in consultation with IMAA members.

The Larger Community

The IMAA is committed to connecting with other advocacy groups who share principles, vision and values that reflect the IMAA's diverse, distinct members. This past year, the IMAA has continued to sit on the Board of the Observatoire du documentaire (Documentary Network) and is a member of the Canadian Arts Coalition. The IMAA maintains its membership with the Canadian Conference of the Arts (CCA) and continues to strengthen its network with the Artist-Run Centres and Collectives Conference (ARCCC) and the National Alliance for Media Arts and Culture (NAMAC) in the USA. The IMAA is now also a member of the CHRC and will use its position to continue a closer dialogue regarding employment standards and to make CHRC documents available to the IMAA members.

A Visual Arts Summit is being organized by the Canadian Museums Association and will take place in Ottawa in November 2007. The IMAA is participating as a partner in the planning of the event. Jennifer Dorner attended a meeting in Ottawa in early March to present the key issues of the independent media arts and recommended that the summit address these.

NATIONAL INDIGENOUS MEDIA ARTS COALITION REPORT

VISION AND ACTIVITIES

NIMAC is a national lobby group who represents the voice of Indigenous media artist run organizations across Canada. NIMAC is a ratified permanent region within the structure of the Independent Media Arts Alliance (IMAA).

NIMAC's vision and activities can be seen through three core activities: Indigenous community development, communications and networking. Outreach to diverse groups with a focus on Canada's Indigenous communities has resulted in an expanded membership that includes a growing number of cultural festivals, collectives, new practices, and Indigenous media artists and organizations.

The following outlines recent and current activities of NIMAC.

ADVOCACY

NIMAC, as a sanctioned region within IMAA, has been represented in the advocacy activity of the IMAA. The major points over the past year have been to key funding agencies to expand the support for the media arts sector, which includes Indigenous media arts.

In the same occasion, the following priorities were identified:

- Increased, sustained funding for the Indigenous media arts sector
- Good communications within the Alliance

National Roundtable PROJECT DESCRIPTION

NIMAC has been successful with two grants: One to Canada Council and one to the Manitoba Arts Council for the Festival Roundtable and Best of the FEST production.

Goals and objectives of the National Roundtable

NIMAC hosted a two-day National Roundtable with media arts festivals in Canada that featured discussions and workshops on topics pertinent to the indigenous media arts festivals. This year's conference entitled "Your Voice" took place in Winnipeg, Manitoba. The roundtable featured break out discussion groups, workshops, screenings and a reception inviting guests from the Independent Media Arts Alliance.

The workshops, roundtables and presentations allowed the following opportunities for advancement for Indigenous Media/film festivals in Canada:

- Exploration of opportunities to develop new funding and marketing strategies by presenting sources and models of financing for festivals;
- Networking with connections from east to west with emphases on additional opportunities for Indigenous filmmakers/media producers works to be distributed
- Exchange of success stories, partnerships and potential co-productions;
- Discussion on new and innovative ideas for Indigenous media arts festivals on a national and international level;
- Exploring ideas & suggestions on how to increase the profile of indigenous media arts festivals;
- Discussion on possible new venues for presentations;
- Workshop on professional development, best practices and ways to lobby for funding

The Roundtable provided favourable conditions for discussion and exchange. Its context allowed for actions and policies to be developed, for the NIMAC's work to be outlined on a

yearly basis and for the Indigenous media/film festival community to be promoted and supported.

Discussions, Workshops and Participants

Your Voice took place over a two-day period with morning and afternoon session each day. This provided sufficient time for the participants, facilitators and NIMAC Board of directors to present on the topics, and time for the Indigenous festival representatives to participate in the discussion.

Programming

The Best of Screening incorporate short films screened within the past year at the Indigenous festivals represented at the *Your Voice* round table. Based on the success of Urban Shamans BEST OF ImagiNATIVE, NIMAC asked the festival representatives to send their selections for BEST OF. The compilation DVD will be used for promotion of the festivals, the artists and as a tool for outreach to IMAA members for resource.

Toolkit

NIMAC is developing an OUTREACH toolkit for the IMAA membership. This toolkit will act as a guide to partnership development. The members will be provided with contact information and marketing initiatives that have the capacity to reach out to the Urban and Rural Aboriginal artists. As well, the toolkit will be a resource for Aboriginal film/media/video artists to access training, grants, and residency opportunities within the IMAA membership.

Website

The NIMAC website has been stagnant. Activities are being researched to update the site on a constant basis with relevant information for NIMAC audiences.

Other

NIMAC is represented on the IMAA Diversity Committee. A list of Indigenous film, media and, video festivals has been completed. The Diversity Committee is an ongoing activity.

NIMAC continues to research opportunities to travel to Yellowknife.

NIMAC continues to research and develop opportunities to expand its membership.

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www.strutsgallery.ca

STUDIO XX

338 Terrasse Saint-Denis
Montréal, QC H2X 1E8
T (514) 845-7934
info@studioxx.org
www.studioxx.org

TORONTO ANIMATED IMAGE SOCIETY (TAIS)

37 Hanna Ave. #231
Toronto, ON M6K 1W9
T (416) 533-7889
tais@bellnet.ca
www.awn.com/tais

TRINITY SQUARE VIDEO (TSV)

401 Richmond St. West #376
Toronto, ON M5V 3A8
T (416) 593-1332
staff@trinitysquarevideo.com
www.trinitysquarevideo.com

ULLUS COLLECTIVE

c/o En'owkin Centre
Lot 45, Green Mountain Rd. RR2 S50 C8
Penticton, BC V2A 6J7
T (250) 493-7181
pr@enowkincentre.ca
enowkin.tripod.com

URBAN SHAMAN

203-290 Mc Dermot Ave.
Winnipeg, MB R2B 0T2
T (204) 942-2674
inquiries@urbanshaman.org
www.urbanshaman.org

VTAPE

401 Richmond St. W # 452
Toronto, ON M5V 3A8
T (416) 351-1317
info@vtape.org
www.vtape.org

VIDEOGRAPHE

460 Ste. Catherine O. #504
Montréal, QC H3B 1A7
T (514) 866-4720
info@videographe.qc.ca
www.videographe.qc.ca

VIVO MEDIA ARTS

1965 Main St.
Vancouver, BC V5T 3C1
T (604) 872-8337
info@videostudios.com
www.videostudios.com

VIDEO FEMMES

291, rue Saint-Vallier #104
Québec, QC G1K 3P5
T (418) 529-9188
info@videofemmes.org
www.videofemmes.org

VIDEO POOL

300 - 100 Arthur St.
Winnipeg, MB R3B 1H3
T (204) 949-9134
vpdist@videopool.org
www.videopool.org

WESTERN ARCTIC MOVING PICTURES (WAMP)

PO Box 1602
Yellowknife, NT X1A 2P8
T (867) 766-5286
wamp@wamp.ca
www.wamp.ca

WESTERN FRONT

303 E. 8th Ave.
Vancouver, BC V5T 1S1
T (604) 876-9343
admin@front.bc.ca
www.front.bc.ca

WINNIPEG FILM GROUP

304 - 100 Arthur St.
Winnipeg, MB R3B 1H3
T (204) 925-3456
info@winnipegfilmgroup.com
www.winnipegfilmgroup.com

**WORKMAN ARTS/RENDEZVOUS WITH
MADNESS FILM FESTIVAL**

1001 Queen Street West
Toronto, ON M6J 1H4
T (416) 583-4339
lisa_brown@camh.net
www.workmantheatre.com

YEAR 01

29 McCaul St. #502
Toronto, ON M5T 1V7
T (416) 593-0173
info@year01.com
www.year01.com

YUKON FILM SOCIETY

4137C Fourth Avenue
Whitehorse, YK Y1A 1H8
T (867) 393-3456
yukonfilmsociety@yknet.ca
www.yukonfilmsociety

FOUNDING PRINCIPLES

Our groups are distinct from one another and we value these differences. Just as we, as individuals, are able to pool our resources to mutual advantage in organisations which protect and promote individual free expression, it is possible and desirable to unite film, video and electronic media groups, each with its own character, in an Alliance. The Alliance does not limit itself to one genre, ideology or aesthetic but furthers diversity of vision in artistic and social consciousness.

The Alliance members make a commitment to take anti-racist, anti-sexist and anti-homophobic positions in terms of hiring, distribution, production and representation. Also they respect and support the autonomy of native cultural representation.

The Alliance believes that independent film, video and electronic media are valuable and vital forms of expression of our respective cultures, which can uncover the prevailing illusions and expose the formulas that underlie the vast majority of commercial and institutional messages.

HISTORY

As a result of several formative meetings by representatives of a number of film production, distribution and exhibition groups from across Canada, the IMAA/AAMI was founded in Yorkton, Saskatchewan, in November 1980 and subsequently incorporated as a non-profit organisation.

STRUCTURE

At the Annual General Meeting members meet to set the Alliance's policies and to determine prioritised activities for the organisation. Implementation of AGM decisions is carried out by the National Director, under the direction and supervision of a thirteen-member Board of Directors, elected by the membership to reflect a balanced regional representation. The IMAA is composed of six regions and each of them elects two persons to serve as Regional Directors on IMAA Board. The IMAA president is elected by the General Assembly.

REVENUES

- The Canada Council
- National Film Board
- Department of Canadian Heritage
- Telefilm Canada
- Membership fees

ACTIVITIES

- National Conference held in a different city in Canada
- Networking, co-ordinated through the national office
- Lobbying (including necessary research)
- Monthly newsletter
- Consultation with federal and provincial government departments and agencies
- Acting as a liaison, exchanging information with other organisations with objectives similar to the Alliance's
- Annual Showcase of independent films and videos

MEMBERSHIP is open to any organisation in Canada whose mandate is to encourage, promote and facilitate the independent production, distribution and exhibition of films, videos and electronic media works. The Alliance defines an independent production as being a work over which the artist maintains full creative and editorial control at all stages, from production to exhibition. Applications are submitted to the national office.

FEES

The annual membership fee varies according to the relative size of the organisation's operating budget:

Less than \$100,000	\$ 100.00
\$100,000 - \$300,000	\$ 200.00
Over \$300,000	\$ 300.00

The IMAA - AAMI is firmly committed to actively assuring full participation in the organisation and in access to its resources to all people, regardless of gender, race, language, sexual orientation, age or ability. This commitment will be reflected throughout the organisation in IMAA - AAMI personnel, policies, practices, membership recruitment, recruitment of the Board of Directors, committees and positions of responsibility in the organisation and in all other activities of the organisation. It is the responsibility of the Board of Directors to ensure that members of the organisation understand and adhere to this commitment in all of their activities pertaining to the IMAA - AAMI.