

Factsheet #14



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Diversity is Our Strength

Inclusivity is good business

Toronto is one of the most diverse cities in the world. Over 140 languages and dialects are spoken here. **ACTRA Toronto's professional performers reflect the ethnic and cultural diversity of our neighbourhoods.** Our many cultures and communities are a key point in building our city as a film, television, digital media, and commercial production centre. **Diversity is our strength.**

ACTRA Toronto's Diversity Committee is a volunteer committee dedicated to increasing physically and culturally diverse performers' participation in the industry while advocating for policies and practices that support their work and activism in our union.

Our achievements

CastingDiversity.ca

In the summer of 2010, the Committee launched **CastingDiversity.ca**, an on-line database of ACTRA's physically and culturally diverse members. Casting Diversity is a free database available to ACTRA members, and is accessible to Casting Directors, Producers and Directors who want to reflect the diversity of our population in their productions.

If you're a physically or culturally diverse ACTRA member, visit castingdiversity.ca and add your profile, photo and link to your demo reel.

Casting Calls

The Committee has successfully partnered with producers on several successful open casting calls. In 2012, ACTRA Toronto shone a spotlight on its ethnically diverse performers to talent representatives from the Casting Directors Society of Canada, eOne and other Canadian producers. The initiative was designed to showcase our diverse professional performers and expand the talent pools for film, television and new media.

Similar casting calls took place in August 2010 and November

ACTRA Toronto has more than 15,000 members and is the largest organization within ACTRA (Alliance of Canadian Cinema, Television and Radio Artists). As an advocate for Canadian culture since 1943, ACTRA continues to secure the rights and respect for the work of professional performers.

2011, when the Committee facilitated the participation of hundreds of physically and culturally diverse performers and Aboriginal performers in open casting calls held by NBC/Universal for their U.S.-based programs.

Opening Doors

Together with other unions and guilds, the Committee is working to “open doors” and opportunities for physically diverse performers, taking steps to help make audition facilities, sets, and union events fully-accessible for performers living with disabilities.

Celebrating Our Diversity at Film Festivals

The Committee regularly partners with community and cultural film festivals like **ReelWorld, Reel Asian and imagineNATIVE**, to showcase the work and talent of Toronto’s diverse filmmakers and performers.

Building Activism

ACTRA Toronto encourages and supports the participation and activism of physically and culturally diverse performers in the events and structures of the union. If you would like to get involved in the Diversity Committee, please contact **Diversity Committee Co-chairs Sedina Fiati and Farah Merani at torontodiversity@actratoronto.com**.