

Message from the Marketing Director

I began to add up in my head how many hours the Harbourfront Centre Volunteers have dedicated to assisting the Marketing department over the past 25 years, and had to give up. The short answer is... A LOT... and maybe more than you are thinking!!

In the Marketing department our primary objective is to communicate with the public and let them know about and encourage them to attend all the fabulous programmes that take place here on our 10-acre waterfront site. For many people that brings to mind marketing pieces like brochures, newspaper and on-line advertising and social media, flyers, posters, postcards, promotions, websites, newsletters, contests and a myriad of other marketing vehicles. For certain these are tried and true methods which we employ at different times. And on numerous occasions when we have had a mailing of brochures or a distribution of materials through the school, library and tourism information outlets, volunteers have cheerfully helped in the envelope stuffing, packaging and mailing of these. I hope you have all heard the phrase "we couldn't do it without you," many times over. But it always bears saying again as it is so true.



Marketing Department
Front row, from left: Trish Rossman, Sarah Douglas, Averill Maroun. Back row, from left: Brian Francis, Kerry Lawrence, Bruce Hutchinson. Absent: Asem Chiragh

However, when you think of marketing in the broader sense of the word, communicating with the public about a product, then every one of you is helping to market Harbourfront Centre every time you talk to a friend about our programmes and activities. Your endorsement is an extremely powerful tool which can have far more meaning and impact in the community than any other single vehicle. Think about how much weight a recommendation from a friend or acquaintance carries in our decisions concerning the places we go, the restaurants and movies we attend, the concerts and performances we take in. Now you begin to understand that each and every one of you is, to some degree, a Harbourfront Centre marketer, and an extremely knowledgeable one at that.

You are our not-so-secret "secret marketing team." Keep up the great work!

Bruce Hutchinson
Director
Marketing and Media Relations

Genevieve's Update

I hope you are having a great summer. The Volunteer Office has been experiencing a flurry of activity. With over twelve festivals and other events we have been kept on our toes scheduling as well as managing volunteers on site at the weekend festivals. Dorothy and I have been receiving extremely positive feedback from the staff that the volunteers are amazing! We have passed the mid-year mark and so far, volunteers have contributed close to 8,000 hours. That is absolutely incredible!

The Volunteer Steering Committee continues to meet throughout the summer to work on the revitalization of the new volunteer programme strategy. The committee members as well as staff representatives have reviewed and streamlined the volunteer job positions. Now that this has been completed and we have a new volunteer structure and benefits, we are in the process of revamping the content of the Volunteer Website.

We have also reviewed the parking policy for volunteers and regret to inform you that we are phasing out the discounted parking passes; only TTC tickets will now be given to volunteers for their shifts.

The Recruitment and Training Sub-Committee is busy assisting with the monthly Volunteer Orientation Sessions and identifying training opportunities for volunteers. The Social Activities Sub-Committee did a great job organizing the Summer Cruise, and have been specially requested by the Planet IndigenUs festival staff to help with the reception and preparation of gift bags and information packages for the festival. The Volunteer E-Newsletter Sub-Committee plans far ahead of each issue of the E-newsletter and is kept busy interviewing volunteers and staff, gathering materials for articles and taking photos at the many events.

It is no wonder that the days are passing by so quickly and before we know it, summer will be over. Thank you to each and every one of you for all your contributions and we look forward to seeing you at the Volunteer Meeting that's coming up on September 12th.

Enjoy the rest of the summer!

Genevieve

What is Dorothy up to?



Six Harbourfront Centre Volunteers Honoured at The Ontario Volunteer Service Awards!



Pamela, Sean, Genevieve, Sybil, Elnora and Dorothy.

Long-time “Harbourfronters” were recognized by the government of Ontario on June 18th at a ceremony celebrating the contributions of volunteers to organizations across the city. The Ontario Volunteer Service Awards (OVSA) are granted to active volunteers for uninterrupted longstanding service (of at least five years) to a single association. This year, Harbourfront Centre was represented by **Sybil Wilkinson** and **Elnora Fleming** (both 25 years of service), **Tom Bilenkey**, **Sean McCluskey** and **Pamela Neblett** (all three 20 years), and **Isabel Mazzotta** (10 years).

The award-winners we had the chance to speak to were delighted to see their time and commitment to their “second home” formally acknowledged. Pamela even likened the distinction to “receiving the Order of Canada!” She was among the volunteers who made a special effort to attend the ceremony at which recipients were presented with a pin and certificate to commemorate their number

of years in service. Sybil expressed that this award captures the fundamental role of volunteers in the proper functioning of cultural and social institutions: “It’s nice that the province recognized that these organizations, whether they be in the arts or sciences – the hospitals, the galleries - wouldn’t exist without volunteers.” The OVSA should not be taken only as a salute from the government: Sean, who was also decorated the previous evening for 20 years of service with the Centre for Addiction and Mental Health, explained that the award is not automatic and that organizations are free to nominate the volunteers that they deem to be particularly engaged.

Our Volunteer Office staff, Genevieve Peng and Dorothy Szczurek, were both on hand to express Harbourfront Centre’s appreciation. The honourees were also pleased to cheer on the other members of the Harbourfront Centre community. Pamela admitted: “I yelled and screamed the loudest when the names of my fellow volunteers were called out, especially those who were recognized for 25 years of service. I was so happy to be a part of it. I’m still beaming!” It is a testament to the caliber of Harbourfront Centre volunteers that those who have been here the longest still do not take recognition for granted. In Elnora’s words: “This only happens once in 25 years! It doesn’t feel like 25 years. It feels like yesterday – I had to be reminded! It’s unbelievable. It’s a great honour to be thanked for being a good volunteer.”

We extend our warmest congratulations – and deepest thanks – to these six exceptional individuals!

OH CANADA!

A totally beautiful day it was on July 1, 2009 to celebrate our national birthday and what a country we are! I walked over to Harbourfront Centre with Samson, a visitor from Zimbabwe, helped an old couple from Russia find chairs, and on the way home explained the lack of ferries, and the alternative opportunities along the waterfront, to a car load of young German people.

At Harbourfront Centre's Canada Day Celebrations, the crowds of families, young people, old people, cyclers and strollers, wandered between musical performances on our two stages, sidestepping the marching band and buskers, children with maple leaf painted faces, the canoes in the Natrel Pond zigging and zagging (one small girl jumped in the water to cool off) and everywhere – our wonderful band of volunteers.

When asked: "What was your first impression of Canada?" these new-to-Canada volunteers replied:



Takashi – KidsZone – from Japan. "Canada has so many people from many countries. Japan has more of a monoculture."



Divyagna – Food Distributor – from India. "The Canadian Charter of Rights and gender equality."

Ganna – Food Demo – from Mongolia. "Canada is a huge space with much diversity of people."



Cindy – Floater – from Korea. "Canada is so quiet and empty."



Karishma – Food Distributor – from India. "Canada is a wonderful balance of sensibilities of Britain and luxuries of America."



Yafa – Floater – from Palestine. "Canada: polite, clean, happy."

Anusha – Gallery Attendant – from Sri Lanka. "Canada's multiculturalism where people are not separate and yet all get along."



Jimmy – Cooking Demo – from Taiwan. "Canada is cold in December! And has so many differences."



Harbourfront Centre is in High Gear for the Summer

It's summer in Toronto and that means festival time at Harbourfront Centre. The summer kicked off with the finale of LuminaTO from June 12 – 14. Events stretched from York Quay Centre to the Toronto Music Garden and featured performers from the International Cirque du Soleil.



Wandering Info Host Kelly



Jennifer, Pam and Cindy at the registration desk



Brian posing at the pond

World Routes 2009 is in full swing. June 19 – 21 was the Franco-Fete festival. This was a celebration of francophone culture from storytelling to music to song and dance, and food. July 3 – 5 featured a new festival for this year called The Hot Spot, an exploration of what's "hot" in film, music, dance and food, featuring performances from Africa, South Asia, and Latin America. July 10 – 12 was Smirnoff Beats, Breaks & Culture. This festival was first presented in 2003 as a celebration of electronic music. It has now expanded to include electro, punk, hip-hop, and rock. July 17 – 19 was Mexico: Beyond Your Expectations. This celebration of Mexican culture from the traditional to the contemporary was even more significant this year as it marked the 200th anniversary of Mexican independence and the 100th anniversary of the Mexican Revolution. Canadian Voices, a celebration of emerging new artists, was at Harbourfront Centre from July 24 – 26.



Nicodem at the KidsZone tent



Sean at the Natrel Pond



Sonja on Canada Day

Harbourfront Centre welcomes the community each weekend to World Routes 2009. These free events feature food, music and live entertainment for the young and old alike. Our volunteers help to make all of this possible. Stay tuned for more pictures of our summer festivals in upcoming newsletters.

Social Activities Committee Does It Again!

The beautiful sailing ship Empire Sandy with Captain Eric was the setting for the latest 25th Anniversary Volunteer Event. On July 22 at 7 pm, ninety-six Harbourfront Centre Volunteers, Staff, and their guests set sail from the dock at Spadina Avenue. It was a beautiful, breezy evening and the rain was kind enough to stay away. We enjoyed light refreshments while we listened to music played by our DJ. We played a fun game of "Getting to Know You" organized by Barb McLeod. Each volunteer picked the name of another volunteer, then had to locate that person and find out about him or her. Later in the evening, we took turns introducing our new volunteer friends. What a diverse and talented group of volunteers we have, from all over the world! We also enjoyed a draw for "ramp" prizes. As the ship was docking at 8:30 pm, the crowd was clapping, dancing, and having a wonderful time. The hour and a half sure went quickly and everyone seemed to have a terrific time. After the cruise, many people went to Free Flicks at Harbourfront Centre and enjoyed the 1980s hit, "Desperately Seeking Susan."



The Social Committee



We were all impressed with the crew of the ship!



Daniel and the Harbour



Handing out "ramp" prizes



What a view!

We wish to thank the Social Activities Committee of Angela Rivers, Kitty Jones, Elnora Fleming, and Barb McLeod for organizing such an enjoyable evening and providing wonderful "ramp" prizes. Of course, thanks also go to Genevieve and Dorothy for all their hard work, Helder Melo, Director of Site Services for getting us a great deal for the cruise, and to Harbourfront Centre for helping to subsidize our trip. Stay tuned for more exciting social events coming up in the future.

30th Anniversary International Festival of Authors (IFOA) October 21–31, 2009

IFOA returns for eleven spectacular days this fall, sure to provide a plethora of volunteer opportunities at events, at the hospitality suite and much more. This year, IFOA adds a number of celebratory 30th anniversary events which focus on the past, present and future of this world-renowned literary festival and explores new mediums of sharing and enjoying the written word. Confirmed authors include: Sherman Alexie, Margaret Atwood, John Irving, Garrison Keillor, Anne Murray and Miriam Toews. For more information about IFOA or to view a full list of confirmed authors visit readings.org.



IFOA
30th anniversary
international festival of authors
october 21–31, 2009
harbourfront centre, toronto

More Photographers on the Loose!



More Photographers will be snapping their cameras around Harbourfront Centre events this summer. Tom Bilenkey, our volunteer photographer held a training session for half a dozen shutter-bugs. Here he is with Jane Gulland at the workshop.

Mark Your Calendars

- **Saturday, September 12th, 2009, 11:00 am: Volunteer Meeting**
Please join us in Miss Lou's Room as Tim Watermeyer from the Literary Department will brief us on volunteer opportunities at the 30th anniversary edition of IFOA.
- **Saturday, September 12th, 2009, 2:00 pm: New Volunteer Orientation Session**

Volunteer E-Newsletter Sub-Committee

Bobsie Ebbs, Coordinator and Photographer; Lidia Jarmasz, Writer and Editor; Mary Accardi, Writer; Tom Bilenkey, Photographer; Genevieve Peng, Advisor; Dorothy Szczurek, Layout.
Boat Cruise photos courtesy of Barb McLeod.