



Creative Manitoba

Creative Manitoba Annual Report–2018/19



Photo: Individual Mentorship Program 2018-19

Greetings from staff and board

It was a year of transition and change. Creative Manitoba was part of the Provincial Sector Council Program changes and the reduction of creative sector associations funded by the Province of Manitoba. As of January 1, 2019, Creative Manitoba has been forging a new partnership with Film Training Manitoba and Manitoba Music to deliver a range of creative sector programming designed to support and grow the province's creative workforce.

The partnership has altered our relationship with the province and tied us to our two key partners in a significant manner. While our internal processes have changed and our support from the province has declined, we are still working to deliver the same caliber of programs as in the past. The process of transformation has made us examine each aspect of what Creative Manitoba does. That detailed examination has reinforced the belief that the work we do supporting Manitoba artists and creative workers is important.

Due to the transition, our staff is smaller than before and our program capacity is somewhat diminished, but please rest assured that the staff and board of Creative Manitoba are committed to excellence in our programming. We are working hard to find alternative resources to backfill the program void and diversify our funding sources. To this end, we have applied to several sources and have been

successful in receiving a Canada Council Digital Fund Grant and will be launching a Digital Literacy program in the next fiscal year. More details to follow.

Transition means change, and this past year we said goodbye to Creative Manitoba's longest serving staff member, Carol Finlay. Carol left to seek new adventures and is now a Workforce Development Consultant with the provincial government. Thank you Carol for your many years at ACI/Creative Manitoba and good luck in your new gig.

As the staff and board have spent considerable time restructuring, we hope that our membership and the public haven't noticed a dip in our activities. Our courses and mentorship programming continue to operate at or near capacity, and our online presence continues to grow. We have begun to launch self-directed online learning as well as video broadcast programming. We look forward to settling into our new structure and building new programs in digital literacy while continuing to provide the same great programming and services.

Thanks to the local arts community for your ongoing support and faith in our organization.

Thom Sparling, Executive Director
and Lyn Stienstra, Board Chair

Highlighted event:

Smoke Signals

In December 2018, we launched Smoke Signals Indigenous Communication Conference - a gathering of community engaged Indigenous artists and art leaders exploring the importance of our Indigenous voices and how we use the foundation of our cultural teachings to transmit our world view through art and media to create change.



The event was attended by **68** participants from the arts, government, and education sectors, who were inspired to bring greater cultural awareness into their personal art practices and organizations, create more opportunities for Indigenous and non-Indigenous collaborations, and to decolonize their workplaces.

Creative Manitoba strengthens, represents and connects Manitoba's arts and creative industries.

Strengthen through educational activity

- In-person training delivered in Winnipeg and to the rural communities of Gimli and Portage la Prairie
- **561** participants in educational programs for independent artists and creative entrepreneurs, arts and cultural organizations and teaching artists

Represent through awareness activity

- **651** audience members or participants for a variety of presentations by Creative Manitoba
- **114** Careers in the Arts Youth Mentorship Program participants, including **44** mentors and **70** youth mentees

Connect through engagement activity

- **506** people have engaged with Creative Manitoba through a variety of networking events

As of March 2019

- **307** individual and organizational members
- **2,010** Creative Connections e-news subscribers
- **3,812** Twitter followers @Creative__MB
- **2,780** Facebook followers/**704** Indigenous page followers
- **1,563** Instagram followers @creativemanitoba

Creative Manitoba strengthens, represents and connects Manitoba's arts and creative industries.

Our entrepreneurship training and mentorship opportunities teach artists how to sustain themselves creatively and financially. Our arts specific management training increases productivity and profitability in arts and cultural organizations.

We promote the value of the arts. In support of this work, we create and publish directories of artists and creative workers, conduct research and share the findings through educational seminars and outreach.

Our creative coworking space supports business growth for independent creative entrepreneurs and creates a focal point for the arts and creative industries in Manitoba.

We unite and engage employers, workers, educators, professional associations and government in a strategic alliance, enabling the arts and cultural sector to thrive.