



Photo: Group Mentorship - Intro to the Music Biz

### GREETINGS

It is always an interesting experience to reflect on the past year's list of activities, recognize the accomplishments, recall the challenges and little victories. When I look at the compilation of work done – programs run and changes made, it seems almost impossible that our little team accomplished all that!

In what was essentially year two of the global pandemic; zoom meetings, distance learning, masks and nearly empty offices seemed kind of strangely normal. The toll of this grind has left both mental and physical exhaustion in its wake, but there has also been a sense of triumph, of incremental change that led to new ideas and new opportunities. It has also made us reconsider how we measure value and what is important.

This report is a summation of the year's programs and events sprinkled with comments from participants and presenters. I would like to think it reflects the importance and value that the arts bring to individuals, groups, and society in general.

As we emerge out of the shadow of covid, there are opportunities to embrace equitable change, and how we choose to proceed is critical.

If nothing else, this past year has taught me that we need to be adaptable, be curious, and be comfortable with ambiguity, while finding joy in life.

Thom Sparling  
Executive Director

### MISSION

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

### VALUES

Creative Manitoba's culture is one of community and belonging by actively inviting the contribution and participation of all.

The programs and supports offered are driven by the needs of the community, seeking to help artists and art organizations thrive in their fields.

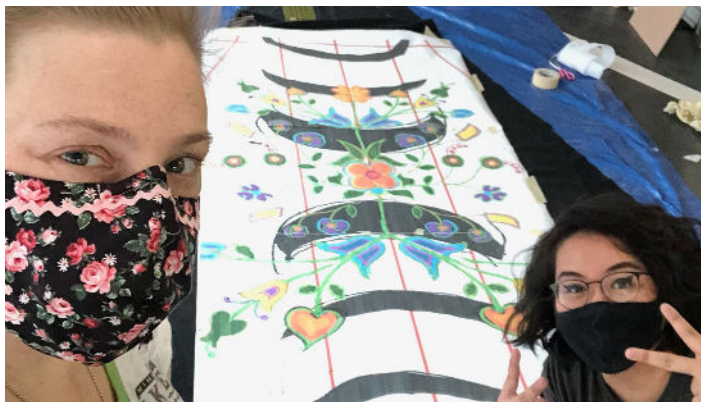


Photo: Mentorship pair Emily Villanueva and Heather Lee Brereton

## STRENGTHEN

Build sustainability and vibrancy in the arts community.

Delivered a variety of programing adaptive and innovative programming and supports that were responsive to the needs of our community while remaining in-tune with current trends in the industry.

- 35 workshops focusing on entrepreneurship training including workshop series on Artist Boot Camps, The Business of Comedy, The Business of Writing, Creative Accessibility and Urban Art Biz
- 2 cohorts of the 3-month intensive course The Art of Managing Your Career designed to guide artists to manage their creative careers and develop an extensive business plan
- 2-day intensive The Art of Managing Your Career: Indigenous Perspectives including 5 modules covering the business of art, finances & artists, funding and arts grants and promoting yourself.
- Individual one-on-one mentorships for emerging artists, Rural Mentorships for rural communities, and Group Mentorships for youth ages 16-19 exploring 4 artistic disciplines
- Creative Entrepreneurship Conference with local experts with presentations on financial planning and taxes 101, gran writing, personal branding, and mental health and wellness

## OZHITOON JII MIIGIWENG

A 3-day inclusive workshop lead by Jacques St. Goddard, the founder and CEO of the Canadian Plains Gallery, to develop a greater understanding of how to decolonize our systems and create a greater ally-ship, through knowledge and the consideration of respectful practices.

The teachings shared:

- Seven Sacred teachings
- Animal teachings & respect for the earth
- Smudging and Medicines used
- Medicine Wheel teachings
- Powwow dances and explanations
- Tipi pole teachings
- Code of Ethics
- Sharing circles
- Residential schools and impact on communities
- Reclaiming culture and identity

*“Thank you very much for this profound learning experience and the warmth with which we were guided through it. I have learned an incredible amount over the last three afternoons. I will need time to process everything, evaluate and share a synopsis of the content and my takeaway knowledge with my superiors and encourage deeper involvement in the next available seminar.” - Program participant*

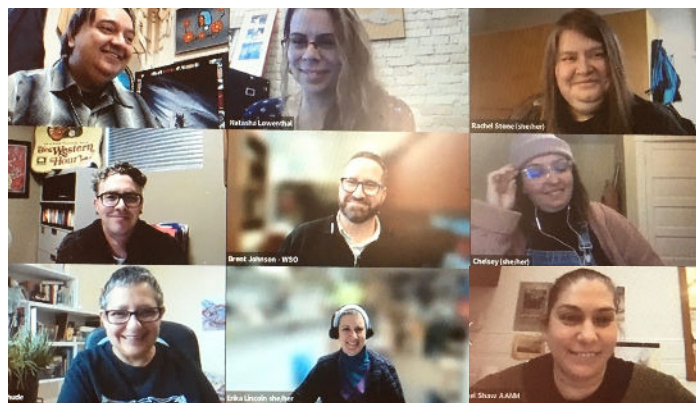


Photo: Ozhitoon Jii Miigiweng participants

## CONNECT

Build strong networks in the arts community.

We will strive to be a hub and catalyst for Manitoba artists and arts organizations to learn, share, and gather to forge collaborative relationships and meaningful connections.

- **1844** participants in all programs including **25** mentors and **75** mentees
- **134** individual and **56** organizational members
- **2105** Creative Connections e-newsletter subscribers
- **4064** Twitter followers @Creative\_\_MB
- **3571** Facebook/840 Indigenous page followers
- **2734** Instagram followers @creativemanitoba
- Monthly Artist Spotlights interviewing members and program participants promoting their work



*"The AMYC-IP was a great program for an artisan like myself. It offered ways of prioritizing and organizing your art business in areas that an artist may not focus their attention on as much. They provided me with a way to look at how my beading can made into a business and how to do it properly. "*

*Photo and quote: Melanie Gamache - AMYC-IP participant*

## MANITOBA DIGITAL PORTAL FOR THE ARTS

A multi-year project to envision, develop and deploy an online tool that will provide supports to Manitoba artists and their associated industry associations and service organizations through a collaborative undertaking.

The portal will help artists access, and utilize technology while enhancing communications and discoverability across the arts community.

This year we completed phase 1 of the project, consultation. The first phase was about talking, listening, exploring and asking the all-important questions. What real-world problems can we solve? How can we solve challenges that prevent you from thriving as an artist in Manitoba?

We heard from artists. We talked to arts organizations. We talked to funders. We formed committees and developed an extensive wireframe incorporating all our consultations to guide the next phase of the project – development!

Project Phases:

1. Consultation - Completed
2. Development - Oct 2022 - Sept 2023
  - a. Branding & Marketing
  - b. Community Partnerships
  - c. Modular Build
  - d. Beta Testing
  - e. Launch
3. Implementation - Sept 2023 - Sept 2024



## INCLUDE

Fostering diversity, equity, and inclusion in the arts community.

We are committed to creating equitable, safe and welcoming spaces that fully represent our diverse and intersectional membership and their needs, including the acknowledgement of various systems of power at play and how those affect our communities.

- Participants from 50 different communities across Manitoba
- Partnerships with 14 organizations including
  - Arts Accessibility Network Manitoba
  - Winnipeg Comedy Festival
  - Winnipeg International Writers Festival
  - Mentoring Artists for Women's Art
  - Manitoba Music
  - One Trunk Theatre
  - New Media Manitoba
  - The Winnipeg Film Group
  - Urban Shaman Gallery
  - Indigenous Film Summit
  - Canadian Plains Gallery
  - Buffy Sainte-Marie Fine Art
  - Paquin Entertainment Inc
  - aceartinc.
  - University of Manitoba School of Art



## IMAGINORTHERN

The imagiNorthern team is made up of a partnership between Flin FlonArts Council, Thompson Mall of the Arts, Churchill Creative Collective, The Pas imagiNorthern and a network of Northern Champions who are collaborating to bring Northern Manitoba to the world. Driven by the north and supported by Creative Manitoba and the Manitoba ArtsNetwork.

Creative Manitoba has been an active partner in the development of the ImagiNorthern partnership – providing advice, support, and proposal writing. We look forward to a continued and lasting relationship with this inspiring and motivated group of people from across northern Manitoba.

### PROGRAM PARTICIPANTS BY DISCIPLINE



## REPRESENT

Communicate the value of the arts and creative communities

Creative Manitoba sits on advisory councils and provides key information in several ways. Working to ensure that the value of art, heritage, culture, and the creative industries are understood and that there is a voice of the arts included in discussions with policy and decision makers. Creative Manitoba is active in advocating for the creative sector on several fronts.

### Municipal

- Local municipal arts policy development in Winnipeg and assisting those in other Manitoba municipalities.
- Exchange District planning – arts and related creative initiatives including the Creative Cluster strategy
- Supporting the development of arts and creative sector platform strategies for municipal elections.

### Provincial

- Manitobans for the Arts
- CEDnet – network of networks
- Manitoba Sector Council Network
- COVID Strategy Committees
- Capacity Builders Network
- Education and Work
- Chambers of Commerce

### Federal

- Cultural Human Resource Council (CHRC)
- Canada Council for the Arts
- Art for Social Change Network
- Canadian Alliance of Arts Administration Educators

Creative Manitoba has also contributed to national dialogues on Labour Market Information, arts and creative sector taxonomy, and Digital Transformation with groups such as Arts Pond and CAPACOA.

## BUILD

Continue to develop Creative Manitoba's organizational capacity so we can meet the needs of the arts community.

- Upgraded website to enhance online coaching platform, accessibility, and overall usability
- Internal IT audit which resulted in an IT roadmap
- Execution of IT roadmap to enhance infrastructure and increase security
- Updated financial policies with new board treasurer

### New additions to staff and board

- Staff member Kara Joseph - Training Programs Manager
- Staff member Mercedes Maduka - Administrative Coordinator
- Board member Edward Esguerra - Royal Winnipeg Ballet
- Jenny Steinke-Magnus – Manitoba Choral Association

### Farewells

- Staff member - Rachel Andrushuk - Training Programs Manager
- Board Member - Ashley Au – Cluster Festival



Ashley Au has been engaged with Creative Manitoba for more than 10 years, an AMYC grad, a former staff member, and a 3-term Board Director. An accomplished musician and successful arts administrator, Ashley has provided key insights and helped to guide Creative Manitoba. While we will miss her humour, insight, and guidance, we know she won't be far away.

Thank you Ashley!

Photo: Ashley Au