



CREATIVE MANITOBA

ANNUAL REPORT

OCTOBER 7, 2026



Land Acknowledgement

Creative Manitoba acknowledges we are gathered on Treaty 1 Territory, the ancestral lands and unceded homelands of the Anishinaabe, Anishinewuk, Nehiyawak, Dakota Oyate, Denesuline Nations and the National homeland of the Red River Métis. Our presence on this traditional land is sustained by Nibi (water) from the community Shoal Lake 40 First Nation in Treaty 3 Territory and electricity from beyond Treaty 1 Territory, including Nelson River in Treaty 5 Territory.

Water is life, and land is sacred to all Indigenous people. Acknowledging the land and territory on which we stand is a cultural practice meant to express gratitude to the original homelands, to pay respect to the original inhabitants, and honour the spirit of reconciliation.



VALUES

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

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

MISSION

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

STRENGTHEN

Build sustainability and vibrancy

CONNECT

Build strong networks

INCLUDE

Foster diversity, equity, and inclusion

REPRESENT

Communicate the value of the arts and creative communities

BUILD

Continue to develop Creative Manitoba's organizational capacity



STRENGTHEN

Creative Manitoba strengthens our community by creating adaptive and innovative programming for solo artists and organizations alike that are in tune with current industry trends. Partnering with supporting organizations increases our reach and impact.

Creative Manitoba promoted another full year of relevant and informative programming. In 2025-26, via online and in-person workshops and classes, we delivered **41** programs reaching **1157** artists and cultural workers in the province. **13** Indigenous Programs were delivered with **327** participants, along with **19** separate consultations and support sessions.

PROGRAMMING HIGHLIGHTS

Kicking off our programming year with our Newcomer Mixer, artists new to Manitoba had a chance to connect with arts organizations and learn about funding and community support. We partnered with the **Manitoba Queer Chamber of Commerce** in launching their Emerge program and welcomed Paul Gudgin for another full Festival and Event Masterclass.

Our Indigenous programs led two sessions of Ozhitoon jii – Miigiweng: Sacred Hoop and Ziigwaan. Coordinated Taking Your Career in Your Own Hands, a 2-day workshop with the **Winnipeg Indigenous Film Collective**. Collaborated with **Urban Shaman Gallery** for season five of Urban Art Biz. Forged a new partnership with **Canadian Plains Gallery** and Red City Voices presenting five workshops for Indigenous writers.

Our partnership with **Mentoring Artists for Women's Art** yielded fantastic artist bootcamps, including: Bios + Artist Statements, AI and Artmaking, How to Teach an Art Workshop, Grantwriting, and Finding Your Artistic Voice. The **Manitoba Craft Council** Makers Series boasted a strong series with: Photographing Your Work, Pricing Your Work, Grant Magic, and CVs for Artists and Craftspeople. **Arts AccessAbility Network Manitoba** also featured a strong slate of programming: Creating Access Through Your Art, Web Accessibility Evaluation Basics, Registered Disability Savings Plans... Explained, Accessibility Rights in the Arts, and Smartphone Photography - Reference + Artwork. Collaboration with the **Winnipeg Comedy Festival** produced Rolling with the Punches, and Funny Money.

CREATIVE ENTREPRENEURSHIP DAY 2026

**PITCHING
YOUR
PURPOSE**



PROFESSIONAL MENTORSHIP

14 one-on-one pairings connected emerging artists with established professional artists in diverse artistic disciplines for a 7-month program custom designed to fit the mentees' creative aspirations.



GROUP MENTORSHIP

29 participants aged 16 to 19 enjoyed career exploration within three different arts disciplines.

DISCIPLINES & PARTNER ORGANIZATIONS

Influential Author Series: A Taste of Genre and Form

Prairie Fire Press Inc.

Create & Elevate: Make and Explore Visual Art
Forum Art Centre

Curtain Call: Backstage Production in Musical Theatre
Manitoba Theatre for Young People

RURAL MENTORSHIP

Three mentorship pairings were made in the following rural Manitoba communities:

- The Pas
- Portage la Prairie
- Brandon



CONNECT

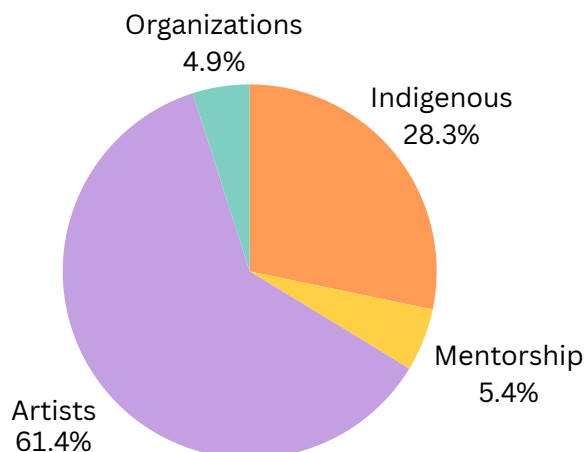
We strive to be a hub and catalyst for Manitoba artists and arts organizations to learn, share, and gather in order to forge collaborative relationships and meaningful connections. Through our programming and social media, we connect with thousands of artists per year.

PROGRAMMING



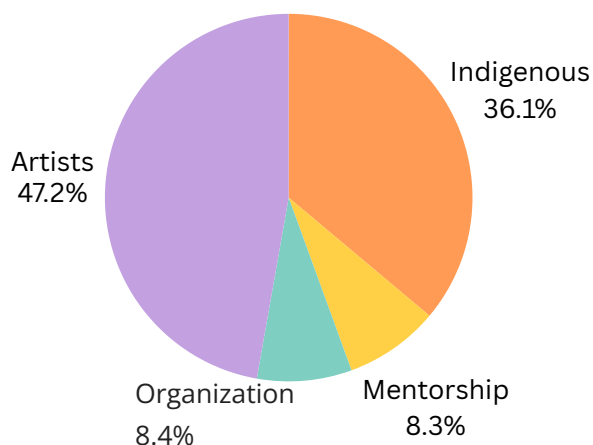
NUMBER OF PARTICIPANTS

TOTAL PARTICIPANTS: **1157**



NUMBER OF PROGRAMS

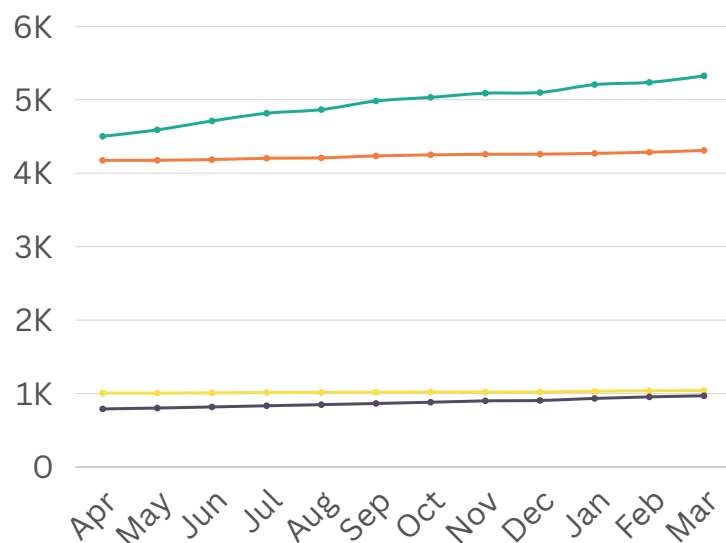
TOTAL PROGRAMS: **41**



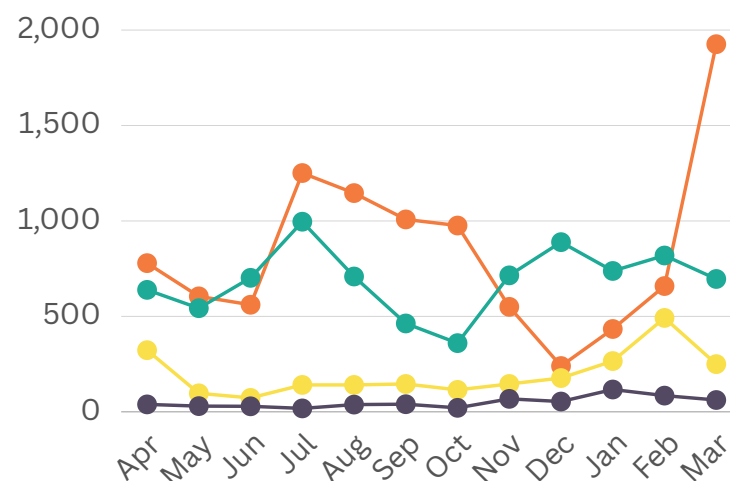
SOCIAL MEDIA



FOLLOWERS



ENGAGEMENT



MEMBERSHIP

117 Individuals

24 Organizations

NEWSLETTER

1950 Recipients

55.6% Open Rate

OUR NEW CREATIVE HUB

A BRAND NEW WEBSITE WITH ENHANCED FEATURES AND ARTS DIRECTORY

In summer of 2025, we launched our new Creative Hub at creativemanitoba.ca! Our revamped website has the same great workshop and event features as before but puts the focus on Manitoba-based artists and organizations through our new Arts Directory.

The Creative Hub is a place where people can showcase their unique talents, increase their discoverability for commissions or contracts, get hired as a workshop facilitator or mentor, and post their next event. It also makes it possible to connect with other artists in the same discipline or region, find classes and workshops, job listings and calls for submissions. Searching the Arts Directory is also a great way to find potential collaborators and partners. Creative Manitoba is thrilled to further promote this new online space to help further the collaboration and growth of Manitoba's arts community.



INCLUDE

We act as a catalyst for artists and arts organizations from across the province in all disciplines to gather and build collaborative relationships and meaningful connections.

PROGRAM PARTNERS

Partnerships with 19 organizations including:

- Arts AccessAbility Network Manitoba
- Canadian Plains Gallery
- Cultural Human Resources Council
- FriesenPress
- Gimli Film Festival
- Manitoba Arts Council
- Manitoba Arts Network
- Manitoba Craft Council
- Manitoba Music
- Manitoba Queer Chamber of Commerce
- Manitobans for the Arts
- Mentoring Artists for Women's Art - MAWA
- On Screen Manitoba
- Red City Voices
- Synonym Art Consultation
- University of Manitoba - Humanities
- Urban Shaman Gallery
- Winnipeg Comedy Festival
- Winnipeg Indigenous Film Collective

NEWCOMER ARTISTS & CREATIVES MIXER

We kicked off our programming year by hosting a Newcomer Mixer, a gathering where artists new to Manitoba had a chance to connect with arts organizations and learn about funding opportunities and community support.

In autumn we welcomed the Newcomer Artists back to participate in a **Pitch and Promo** night. Five artists were given five minutes and five slides to pitch their ideas and promote their craft in front of a panel comprised of Manitoban arts professionals, offering advice and guidance.



REPRESENT

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

ADVOCATING FOR THE CREATIVE COMMUNITY

Creative Manitoba continues to advocate for the arts in a myriad of ways – contributing to healthy dialogue and information sharing across all levels of government and within the business community.

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

MARKET LANDS DEVELOPMENT & THE CREATIVE CUBE

Progress is nearly complete on the 'Creative Cube', the building that will host the new offices and workspace of Creative Manitoba in Winnipeg's new Market Lands development. Construction delays have pushed our move-in date back from the original date however, Creative Manitoba is excited to join our fellow arts organizations in one big collaborative building in late autumn 2026.

We look forward to continuing to provide innovative programming and thoughtful creative leadership from this beautiful new space.



BUILD

We endeavor to continually adapt and develop Creative Manitoba's organizational capacity so we can meet the needs of the arts community.

ADJUSTING AND STREAMLINING OUR ORGANIZATIONAL PROCESSES

Throughout 2025 and 2026, Creative Manitoba has been revisiting and revising our organizational structure and determination of staff responsibilities with the help of an outside HR consultant. This process has involved conducting human resource reviews, interviews with staff and board members, and in-depth strategizing to move the organization forward in the most efficient way possible.

Updates to staff roles have also been made to reflect changes within our organization and to allow for more fluid adaptation to the changing arts economy in Manitoba and Canada as a whole.

CREATIVE MANITOBA STAFF

Thom Sparling

Executive Director

Arlea Ashcroft

Indigenous Programs Manager

Kara Joseph

Training Programs Manager

Dora Carroll

Youth Mentorship Programs Manager

Sam Posnick

Communications Manager

Vanessa Tangerini

Facility & Administration Manager

CREATIVE MANITOBA BOARD OF DIRECTORS

Jenny Steinke-Magnus (Board Chair)

Ecco Singers

Maryam Decter (Vice Chair)

Film & Media Production

Edward Esguerra (Treasurer)

Royal Winnipeg Ballet

Sophia Charuk

Artist

Rasna Madhur

Architectural Intern

Michael Monias

Indigenous Creative Economy

Christina Peabody

Drama Education



Creative Manitoba

IS SUPPORTED BY



Canada Council
for the Arts

Conseil des arts
du Canada

FUNDING PROVIDED BY

The Government of Canada

The Manitoba Government

