



CREATIVE MANITOBA

ANNUAL REPORT

OCTOBER 4, 2023

Land Acknowledgement

Creative Manitoba is located on Treaty 1 territory, the original lands of the Anishinaabeg, Cree, Oji-Cree, Dakota, and Dene peoples, and the National homeland of the Red River Métis. We acknowledge and pay respect to the ancestors and treaties made on these lands, by considering all our cultures, traditions, and the histories of colonialism, dispossession, and resistance as we create and learn together. We would also like to acknowledge that our water is sourced from Shoal Lake 40 First Nation.

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CREATIVE MANITOBA

20TH ANNIVERSARY

THOM SPARLING, EXECUTIVE DIRECTOR



It started with a vision to connect and support Manitoba's artists, creatives, and creative industries.

In the late 1990's with support from the provincial department of culture, a small group of Manitoba arts and cultural leaders published the "Creative Manitoba Strategy" – based on extensive community consultation. One key recommendation was to create a sector association that could bring the arts, culture, and creative industries together under one umbrella to provide networking, business skills training, and market development programming, while continuing to monitor the needs of the sector.

In September 2003, the Arts and Cultural Industries Association of Manitoba (ACI Manitoba) launched with a small team of 3 and a modest budget. It took a few years to find a firm mandate and establish a set of shared values. Slowly the small but mighty ACI Team began to find roles that met the needs of the arts community. Careers in the Arts Mentorship program, Annual conferences, the Art of Managing your Career, Community Arts Programming, and more, saw the organization grow as it found meaningful ways to connect and support the arts community.



CREATIVE MANITOBA 20TH ANNIVERSARY

In 2013 the ACI team moved into 245 McDermot Avenue. A step that established a shared space including offices, classroom spaces for teaching, networking, and presentations. In short, a place where artists and cultural workers could work and learn alongside each other in proximity leading to spontaneous and perhaps unforeseen collaborations.

Artist Boot Camps and Creative Accessibility workshops have helped members navigate topics from creating their own web site to accessibility best practices in your community. These artist-led programs have seen participants in disciplines ranging from visual art and craft to music, the performing arts, writing and literature, interactive digital media, and more.

245 McDermot became a comfortable home, offices and classrooms buzzing with energy – hosting meetings, classes, workshops, theatre rehearsals, fringe shows, First Fridays – art on the walls and music in the air.



Artists and Community Symposium, 2012



Creative Manitoba Conference, 2008

20TH ANNIVERSARY

Establishing a meaningful Indigenous Program stream at Creative Manitoba was a key element of the organization's mandate and values. Thanks to dedicated and very patient Indigenous artists, staff, knowledge keepers, and Elders; Creative Manitoba has been able to develop programs such as Ozhitoon Jii-miigiweng – To Create and Share, Urban Art Biz workshops in partnership with Urban Shaman Gallery, and to participate in the City of Winnipeg Indigenous Accord. These programs provide Indigenous and non-indigenous artists and educators the opportunity to learn about and incorporate Indigenous perspectives into their work.



Melvin Starr, Aboriginal Artist Workshop, 2010



Greeting Ceremony with Elder Albert McLeod, *Train of Thought Tour*, 2015



Creative Manitoba Rebrand Launch Party, 2016

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, 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

Creating adaptive and innovative programming and supports that are responsive to the needs of our community while remaining in-tune with current trends in the industry.

In the last year, Creative Manitoba has undertaken several major projects as we've transitioned from the new normal of COVID and into a new era of workshops, classes, and partnerships with artists and arts organizations in Manitoba. From online and in-person workshops to the mentorship and coaching opportunities we've offered, we've been steadfast in our goal to respond to the needs of Manitoba's arts community.

This past year we delivered 43 programs reaching 1458 artists and cultural workers in the province.

ARTIST BOOT CAMPS

PRESENTED WITH MENTORING ARTISTS FOR WOMEN'S ART

Practical workshops to help advance artists careers. From creating and achieving goals to getting insider tips on grant writing and social media, each session is taught by artists who offer practical advice drawn from personal experience.

"I liked the facilitator's professional and lived experience combined, and her willingness and humility to learn new things. It encourages much needed curiosity for creative arts!"

-Artist Boot Camp: Grant Writing Participant

CREATIVE ACCESSIBILITY

PRESENTED WITH THE ARTS ACCESSIBILITY NETWORK

A series of workshops exploring disability art, the experiences of artists with disabilities and how to make art accessible. This years topics included chronic illness and creativity deaf artists and exploring creative access.

20TH ANNIVERSARY

COMMUNITY IMPACT

SHAWNA DEMPSEY, MENTORING ARTISTS FOR WOMEN'S ART

"The partnership with Creative Manitoba in those early years enabled us to provide and pay artists to lead programming that was really dynamic, really useful for the community that responded to community needs."



20TH ANNIVERSARY

COMMUNITY IMPACT

ROSE-ANNE HARDER, MANITOBA ARTS NETWORK

"They're usually someone who's passionate about the arts, which is the most important thing. Having an organization like Creative Manitoba and ourselves, we can strengthen those qualities, increase confidence, and leadership development with training programs."

**MANITOBA SHOWCASE**

PRESENTED WITH MANITOBA ARTS NETWORK

A annual visual & performing arts conference to discover innovative ideas, leadership development, skill-building workshops, and networking events.

- Re-engaging Audiences and Curating for Recovery
- Kairos Blanket Exercise

**HYPER VR TECH + ARTS CONFERENCE**

A one-of-a-kind conference which brought immersive tech enthusiasts, digital creators, and visionaries to explore the creative, commercial and technical possibilities of new emerging immersive digital worlds.

Creative Manitoba hosted a artists panel discussion, Tech + Art = Magic, which invited the audience to learn about how to create content using interactive digital technology.



"As human beings, we've got that creative spark inside all of us. It all depends on how you express it"

-Tracy Charette, Keynote Speaker, Creative Entrepreneurship Day

CREATIVE ENTREPRENEURSHIP DAY

An annual conference for emerging artists of all disciplines and ages, Creative Entrepreneurship is designed to teach the basics of how to take art into the world as a self-employed business.

Participants learned from a group of amazing local creators who've been through it all, sharing great tips, new contacts, and the inspiration to develop a sustainable arts business.

THE ART OF BEING

- The Art of Wellness
- Making Cents of Your Money
- Artist Rights Q&A
- Ready, Set, Go: Setting and Achieving Goals

EMERGENCE

FROM SURVIVING TO THRIVING

A day-long conference for artists, focused on business skill-building and adapting artistic practices in this ever-changing world.

- Set Your Compass, Be Ready for Change
- Business Planning
- Income Streams
- Inclusion
- Giving Your Brand Wings
- Hybrid Events

"I appreciated the balance between talking about creativity in general and diving into specific business concepts as well as panel discussions. It was nice to mingle with other creatives as well."

-Emergence Participant





INDIGENOUS PROGRAMS

We work with Indigenous artists of all disciplines – contemporary, traditional, and/or both and offer networking, educational, and hands-on experiences that promote Indigenous arts and support artists at every level.

All facilitators employ a mentorship approach from an Indigenous perspective that fosters art and cultural/professional development while empowering, supporting and engaging our communities.



WRITERS IN THEIR NATURAL HABITAT

A six-part creative writing series creating community for six emerging writers with the Award-winning author katherena vermette.

Open and welcoming to all writing in all formats including poetry, prose, fiction, non-fiction, scripts, performance, and hybrid genre writers.

The series offered mentorship to develop writing skills, narrative style focusing on peer review, editing and generating new work.

In-depth discussions delved into freelance writing, and the business skills all writers need to help get their work published.

"I hope I can use this information for my writing journey as well as share these skills and lessons with others."

-Writers in their Natural Habitat Participant

URBAN ART BIZ

PRESENTED WITH URBAN SHAMAN

A workshop series focusing on the business sense of the arts, offering insight into the professional world of Indigenous artists and galleries.

From traditional work to contemporary artforms, Indigenous art speaks from the heart, carrying on the legacy of storytelling, drawing on ancestral connections, often critiquing current social conditions that are the consequence of colonial histories of repression, and celebrating resilience in community. The expression and acknowledgment of Indigenous culture through art allows artists to share their worldviews and redefine their cultural identity.

- The Art of Grants
- The Art of the Graphic Novel
- The Art of Curating
- The Art of the Show
- The Circle of Connectedness

"It's always wonderful to hear passionate people speak about their profession! It's inspiring to see other Canadians who are living the dream, and I truly appreciate the chance to hear from the professionals. Thank you for hosting a cool event! "

-The Art of the Graphic Novel Participant



20TH ANNIVERSARY

COMMUNITY IMPACT

DEBBIE KEEPER, URBAN SHAMAN

"I think working with Creative Manitoba, with their Indigenous program and having an Indigenous person in that role, it created a space in that organization. Having that authentic space makes a partnership or collaboration possible."



Sam Morales, mentee

PROFESSIONAL MENTORSHIPS

One-on-one pairings of emerging artists with established professional artists in diverse artistic disciplines for a 7-month custom-designed program.

For the most part, art-making can't be taught formulaically or by route, but rather through a process of dialogue and sharing across age groups and cultures that elevates both mentor and mentee. I can think of few programs in the city that facilitate this process as well as this one."

- Conrad Sweatman, mentor



Conrad Sweatman, mentor



20TH ANNIVERSARY

COMMUNITY IMPACT

JULIA ULAYOK DAVIS

"When you graduate into a global pandemic and you're like, 'What am I going to do? I want to be an artist so bad.' Coming out of that now and seeing that there are a lot of people that were in the same position, it's nice to see the way that they're figuring out ways to support themselves as artists."

RURAL MENTORSHIPS

Professional mentorship opportunities for youth and young adults in rural communities.

- Selkirk
- Whitemouth
- Sundown
- Flin Flon

"This program is an essential boost for young rural artists as it gives them the opportunity to gain quite an extensive beginners foundation from professionals that they would otherwise not have access to."

– Débora Cardaci, Mentor



Mentee Lara Schroeder and Mentor
Débora Cardaci



Exploring Elements of Fiction Participants



Intro to the Music Biz Participants

GROUP MENTORSHIPS

Mentorship for ages 16-19, focusing on career exploration within 4 disciplines in the arts.

DISCIPLINES & PARTNER ORGANIZATIONS

- Intro to the Music Biz | Manitoba Music
- Exploring Elements of Fiction | Manitoba Writers Guild & Public Library
- The Art of Games | New Media Manitoba
- Filmmaking with your Smartphone | Winnipeg Film Group

"It was an incredibly well thought-out program. You could tell that everyone cared deeply for what they were doing. It helped me with establishing connections and exposure to potential career paths in this field".

- High school Mentee, Exploring the Elements of Fiction

CONNECT

We will 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.



20TH ANNIVERSARY

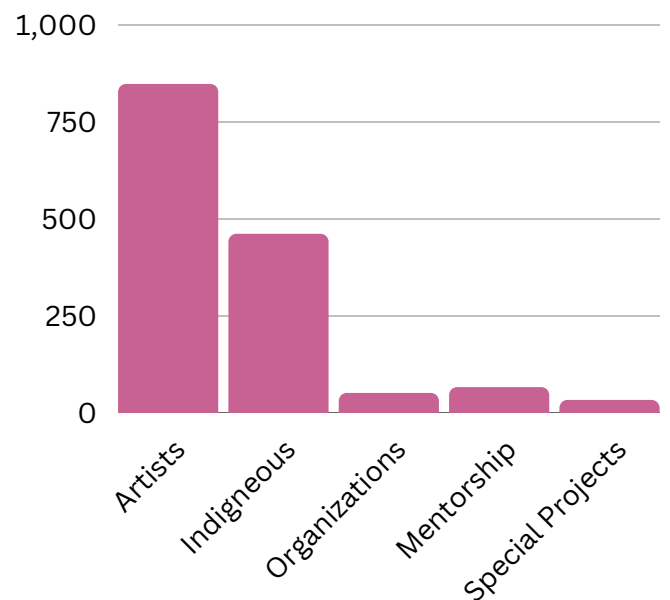
COMMUNITY IMPACT

ALAN WONG

"I was a performer, a singer, an actor and I really wanted to take a little bit more control over my career and also branch out into working in the arts. Not only to support myself, but also support others in the community."

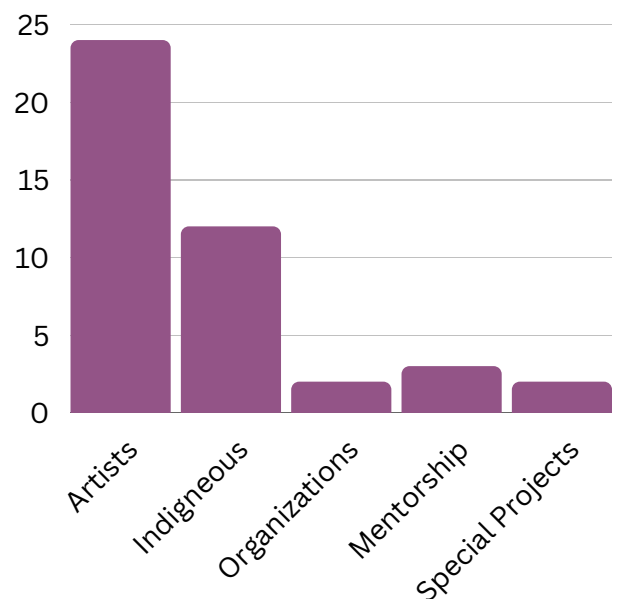
NUMBER OF PARTICIPANTS

TOTAL PARTICIPANTS: 1448



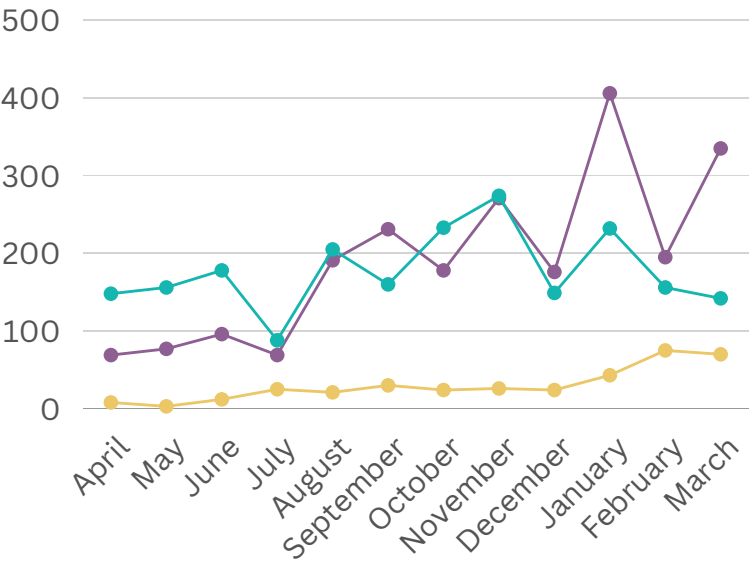
NUMBER OF PROGRAMS

TOTAL PROGRAMS: 42

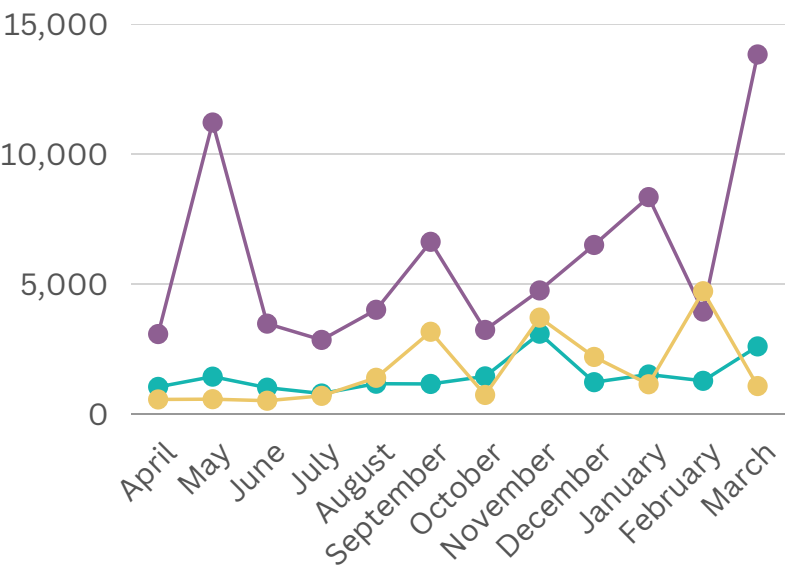


SOCIAL MEDIA

PAGE VISITS



REACH



Facebook Instagram Facebook Indigenous



ARTIST SPOTLIGHTS

MONTHLY INTERVIEWS WITH MEMBERS & PARTICIPANTS

"You are dealing with people who are in the business, have the knowledge, and can relate to what the students(artists) are going through. It's important to have that all around connection in a safe and focused environment."

-JD Hawk , Program Participant

MEMBERSHIP

70 Individuals
25 Organizations

NEWSLETTER

2255 Recipients
46% Open Rate

MANITOBA DIGITAL PORTAL FOR THE ARTS

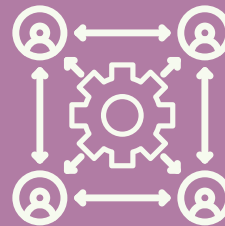
The portal will help artists access and utilize technology while enhancing communications and discoverability across the arts community in Manitoba.



Phase 1

CONSULTATION

Completed



Phase 2

DEVELOPMENT

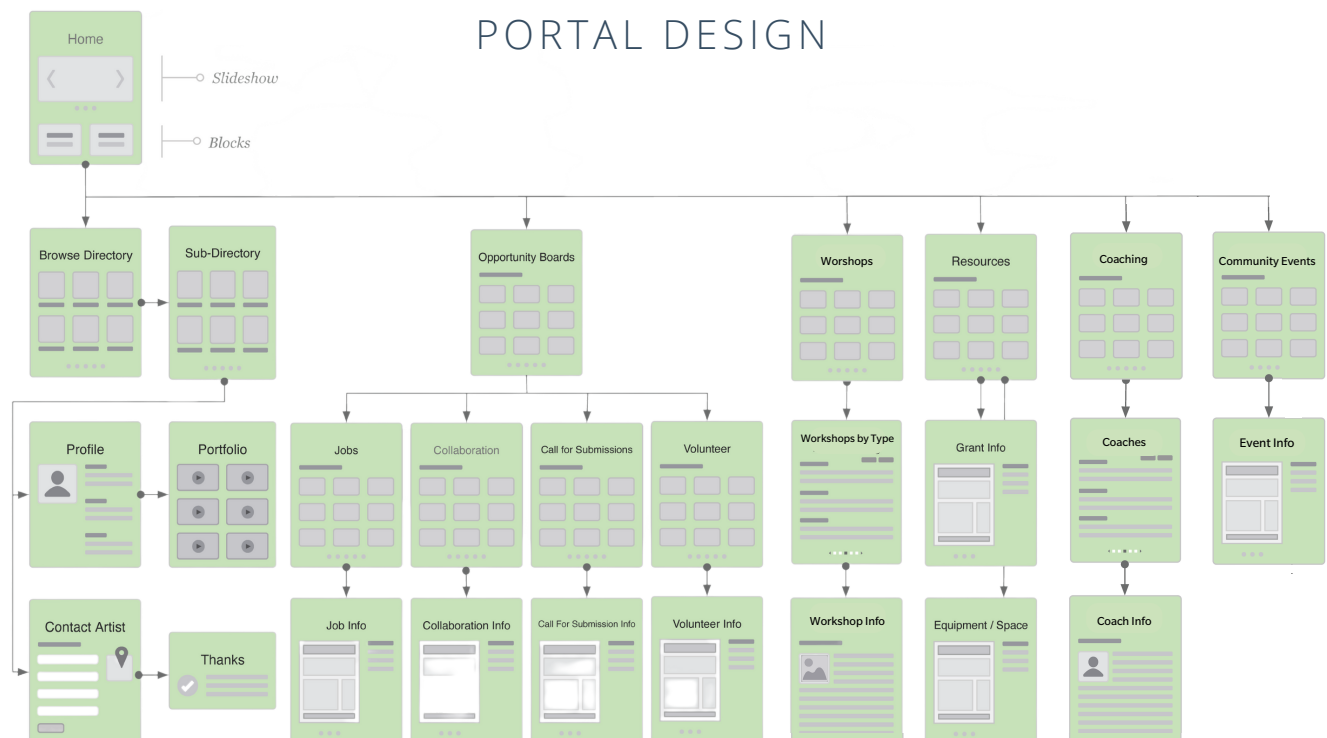
In-Progress



Phase 3

IMPLEMENTATION

2024



INCLUDE

We are a catalyst for all artists and arts organizations to gather and build collaborative relationships and meaningful connections.

PROGRAM PARTNERS

Partnerships with 14 organizations including

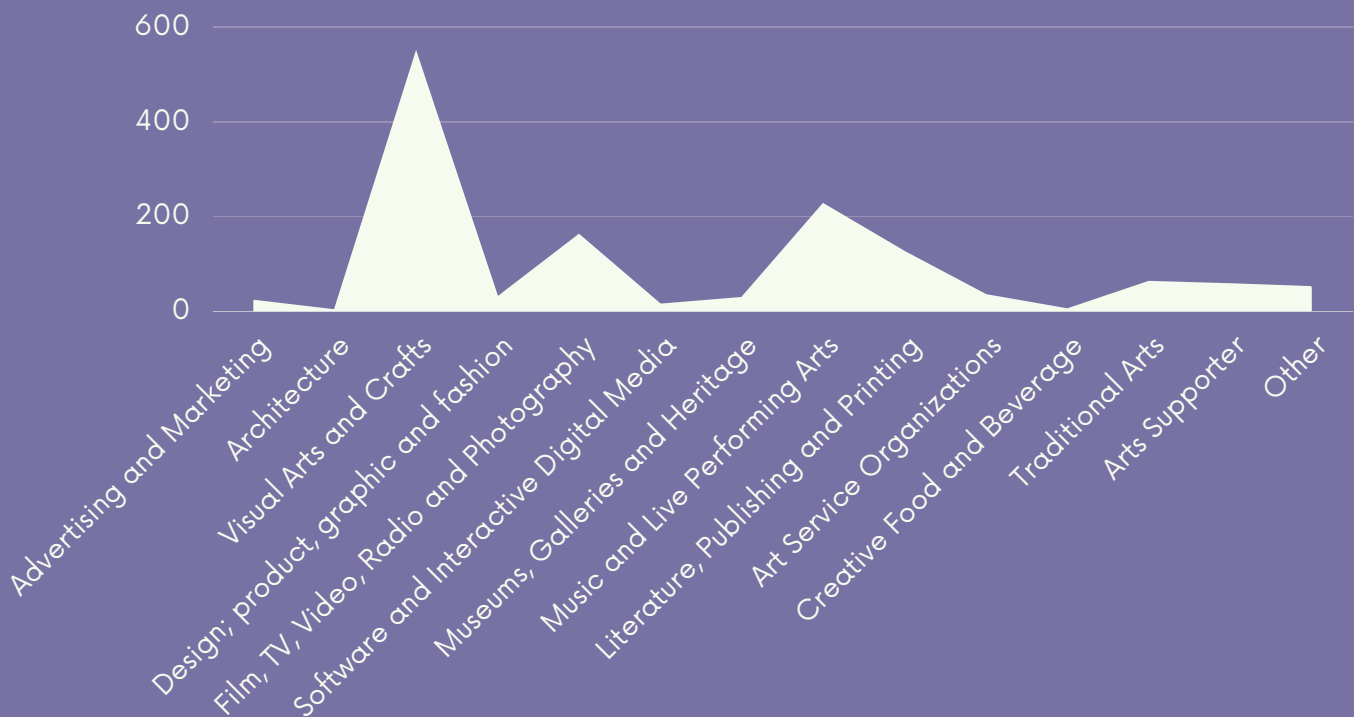
- Arts Accessibility Network Manitoba
- Winnipeg Comedy Festival
- Winnipeg International Writers Festival
- Mentoring Artists for Women's Art
- Manitoba Music
- One Trunk Theatre
- New Media Manitoba
- The Winnipeg Film Group
- Urban Shaman Gallery
- Indigenous Film Summit

PARTICIPANT LOCATIONS

This year we had participants from over 35 different communities across Manitoba.



PARTICIPANT DISCIPLINES



WINNIPEG INDIGENOUS ACCORD

A living document to guide our shared commitment to the Journey of Reconciliation in Winnipeg

Creative Manitoba's commitment is a shared future rooted in truth, harmony and generosity.

2022 marked the 5th annual signing ceremony of the City of Winnipeg's Indigenous Accord. Creative Manitoba was there to welcome the 30 new partners who have chosen to join this journey of reconciliation.

This year we employed and payed artist/speaker fees to 38 Indigenous Elders, Knowledge Keepers, cultural workers, administrators, curators, and artists.

We have begun to develop new relationships with the Indigenous Chamber of Commerce and their entrepreneurial events *Neechi Nights*, as well as The Trade Commissioner Service of Global Affairs Canada, and have launched an online resource of 100% Indigenous owned and operated local businesses.





IMAGINORTHERN

A collaboration to bring Northern Manitoba to the world.

Creative Manitoba has been an active partner in the development of the ImagiNorthern partnership – providing advice, support, and proposal writing.

NORTHERN ARTS WORKSHOP

A gathering to further examine the opportunities for cultural development in Manitoba's North including in-depth discussions and the development of a collective action plan.



20TH ANNIVERSARY

COMMUNITY IMPACT

CRYSTAL KOLT, IMAGINORTHERN

"When you make the investment to educate artisans and give them the tools to be confident in their abilities to be small businesses or a functioning artist in the business world, then that is something that benefits not only artists but our province and society in general"



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 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 for the arts included in discussions with policy and decision makers.

- Represented the Arts in a non-profit network of networks advocating for stable multi-year funding, stronger government relationships, and the establishment of a non-profit strategy.
- Collaborated on an arts summit to bring arts leaders together for a day to explore challenges and identify solutions
- Developed a strategy to align technical and production support workers with employers for presenting arts organizations and festivals to address skills shortages.

PROVINCIAL ENGAGEMENT

- Applied for funding to create a province wide local art in hotels program through the Manitoba Hotels Association
- Contributed to a report of the state of arts and creative industries in Manitoba through labour market analysis
- Developed a northern arts strategic plan, governance and workshop event.
- Contributed to advocacy materials for the non-profit sector
- Supported a successful application for funding by the Churchill Creative Collective to undertake a feasibility study for the establishment of a permanent home for the arts in Churchill.

FAREWELLS



LYN STIENSTRA

BOARD MEMBER, TREASURER, CHAIR, AND PAST CHAIR
2015-2023

Lyn has played an invaluable role guiding the organization through significant change, growth, and one global pandemic. Under Lyn's term as Chair the organization established new values, revised strategic direction, and updated HR policies. Her calm and decisive leadership set a high bar.

Thank you, Lyn, for your dedication and commitment.



EMMA HENDRIX

BOARD MEMBER, VICE CHAIR
2019 - 2023

Emma provided leadership and guidance through the pandemic. Emma played key roles in Creative Manitoba's entry into the digital and media arts realm, playing a crucial part in the Merging Mindsets conference and the development of the digital portal project. Emma was also the board point person through the initial development stages of the Market Lands project.

We will miss Emma's insightful contributions.

“It was rewarding to review our strategic goals and note that our plans still resonate strongly with the community. It was also remarkable to see the broad impact that Creative Manitoba has made over the years as we refined our evaluation processes and aggregated the data we have collected over time.”

-Thom Sparling, Executive Director, Creative Manitoba

BUILD

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

STRATEGIC PLANNING

In the last year, Creative Manitoba has undertaken a critical review and assessment of our organizational goals.

Through in-depth discussions with board and staff and drawing upon multiple community consultation reports, we established key priority areas to guide our organizational development based on our mission and values.

KEY PRIORITY AREAS

- Strengthen
- Connect
- Include
- Represent
- Build

Based on the key priority areas a detailed set of strategic goals were developed further refine our objectives. A comprehensive review and update of evaluations, metrics and data collection points was undertaken to ensure the new goals were support with quantitative and qualitative data.

The creation of an impact evaluation framework was the final step to assess the progress and achievements of our programming to ensure we meet our strategic goals through tracking community impact.



OVER THE PAST 20 YEARS

THOM SPARLING,
EXECUTIVE DIRECTOR

Today, Creative Manitoba is working to continue supporting arts, culture, heritage, and creative industries by finding new ways to play meaningful roles in the work that needs to be done. As we emerge from the global pandemic, much has changed. The sector is navigating the relationships that audiences have with art, and the ways that art is discovered and consumed, rapidly changing demographics, economic uncertainty, climate change, along with digital technology disruption.

Creative Manitoba has learned over the past 20 years, if nothing else, that the organization needs to be flexible, adaptive, and continue to listen to the needs of the artists, creative and cultural workers as their realities shift and change.

As we continue to move forward and grow as an organization, we will strive to find new and better ways to connect and support Manitoba's creative industries and artists. Thank you for all your support over the last 20 years.



Creative Manitoba

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