



CREATIVE MANITOBA

ANNUAL REPORT

OCTOBER 3, 2024

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 BOARD OF DIRECTORS

Jenny Steinke-Magnus (Board Chair)

Manitoba Choral Association

Edward Esguerra (Treasurer)

Royal Winnipeg Ballet

Brittany Mielnichuk

Rainbow Harmony Project

Struan Sinclair

*University of Manitoba Digital Arts
and Media Lab*

Sophia Charuk

Artist

Maryam Decter

On Screen Manitoba

Rasna Madhur

Architectural Intern



MESSAGE FROM THE

EXECUTIVE DIRECTOR THOM SPARLING

Reflecting on a year's worth of activities is always interesting. It's a time to recognize minor and major accomplishments, recall the challenges and obstacles, and relish the little victories. When I look at our programs run and changes made, it seems impossible that our little team accomplished all that!

With the global pandemic in our collective past, we have spent the past year recalibrating and getting used to meeting in person- life goes on- but it certainly hasn't returned to the normal we knew before March 2020. The arts community has changed dramatically, from new behaviour patterns and smaller audiences to significant demographic shifts and new technologies like AI steadily coursing forward, perhaps changing the definition of what it means to be creative.

While masks are a thing of the past for many, online workshops and meetups are here for good. At Creative Manitoba, it has been change, then change again, and oh, change some more as we strive to keep up and offer relevant programming that solves real-world problems.

One clear message that always resonates with me is that in a world that has challenges and darkness lurking around many corners, art is a beacon and we are continually motivated to play our part in keeping that light shining and growing.

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.

Through online and in-person workshops and classes, we were able to deliver **43** programs reaching **1458** artists and cultural workers in the province.

EXCHANGE ARTS INCUBATOR

PRESENTED WITH MANITOBA MUSIC

The Exchange Arts Incubator provided a professional boost for artists aiming to elevate their careers. This program offered access to an affordable, professional co-working space and comprehensive business skills training delivered by seasoned industry professionals. Open to artists of all disciplines, the Incubator was ideal for those seeking support and direction in managing the business aspects of their art, as well as for those looking to connect with peers facing similar challenges.

The Exchange Arts Incubator offered a comprehensive program spanning six modules. Beginning with self-discovery in "Who Am I?" sessions, participants explored values, talents, and skills while learning to distinguish between critique and criticism. They progressed to defining goals and conducting SWOT analyses in "What Do I Want?" modules. "How Do I Present Myself?" workshops guided artists in crafting professional profiles, statements, and resumes, while "How Do I Get It Out There?" modules covered promotion, networking, and financial strategies. Lastly, "What Else Do I Need to Know?" sessions addressed critical thinking, legal obligations, and dispute resolution, providing artists with a fully stocked toolkit to navigate the business aspects of their artistic pursuits effectively.

PHOTO LEFT: *A performance from Creative Collaborations- a monthly First Friday series put on by participants in Creative Manitoba's Exchange Arts Incubator program.*



ARTIST BOOT CAMPS

PRESENTED WITH MENTORING ARTISTS FOR WOMEN'S ART

Artist Boot Camps are a series of practical workshops presented to help advance artists' careers. From creating and achieving goals to getting insider tips, each session is taught by professional practicing artists who offer real-world advice drawn from personal experience.

WORKSHOPS PRESENTED

- *Navigating Anxiety in Your Art Practice*
- *Starting Your Own Online Art Shop*
- *Applying for Public Art*
- *Putting Your Art on Things to Sell*
- *Working with Archives - How and Why*

COACHING

Our one-on-one Coaching Program successfully supported 24 participants this year, offering artists the opportunity to enhance and advance their skills with the guidance of experienced professionals in both marketing and business and financial planning. Coaches Yvette Hawkes and Chloe Chafe catered to artists at all levels—beginner, intermediate, and advanced—ensuring tailored support for each individual's needs.

CREATIVE ACCESSIBILITY

PRESENTED WITH ARTS ACCESSIBILITY NETWORK MANITOBA

The Creative Accessibility series offered a profound exploration into disability art. This year's workshops delved into pertinent themes such as chronic illness and creativity, and the unique perspectives of deaf artists, alongside an examination of creative access methods.

Sessions like the *"Anti-Ableist Talk"* challenged prevailing biases, fostering inclusivity and understanding within the artistic community. *"Accessibility for Theatre Audiences"* provided practical insights into ensuring all audience members can engage fully with performances, while *"Deaf Protocols"* offered essential guidance for effective communication and collaboration with deaf artists.

Additionally, *"Grant Accessibility"* addressed the importance of inclusive funding opportunities, ensuring that artists with disabilities have equitable access to resources.





FESTIVAL & EVENT MANAGEMENT MASTERCLASS

In October 2023, Creative Manitoba hosted Paul Gudgin for a two-day intensive that inspired participants to create stronger programs, partnerships and networks for their festivals and events. The Masterclass welcomed attendees from all over Manitoba, offering a comprehensive program for organizers involved in creating, managing, and developing festivals and events. With a focus on practicality and real-world examples, participants gained valuable insights and ideas to enhance their knowledge and improve the quality and overall attendance and awareness of their events.

***"This will likely
change the trajectory
of my career, thank
you!"***

-Participant from Festival & Event
Management Masterclass

Presenter Paul Gudgin covered key tasks and challenges involved in putting on large-scale events, such as marketing, press, programming, evaluation, sponsorship, and fundraising, the course promised to positively impact participants' approaches to festival and event management. Attendees also benefited from peer learning and networking opportunities, engaging in discussions and collaborations with fellow professionals. Additionally, they had one-on-one time with the instructor to address specific interests and concerns.

CREATIVE ENTREPRENEURSHIP DAY

CULTIVATING CONNECTION

Creative Entrepreneurship Day- a one-day event tailored for artists of all disciplines seeking to enhance their skills and refine their practice- once again proved to be a valuable resource for participants this year. Centered around the theme of "*Cultivating Connection*" the event delved into the intersection of artistic identity and outward presentation, urging artists to ponder their uniqueness and methods of connecting with others for mutual growth. The keynote presentation, delivered by **Andrina Turenne**, set an uplifting tone for the day. Breakout sessions provided invaluable opportunities for small group discussions, enabling artists to share experiences, seek advice, and collaborate across artistic disciplines. Topics were chosen to address key aspects of artistic entrepreneurship:

Grant Writing: Led by **Bev Pike**, this session guided participants through the intricacies of securing funding for their artistic projects, with a focus on community-building grants.

Branding & Social Media: With **Charmaine Jennings**, attendees explored the importance of authentic branding both online and in real life, learning how to identify and communicate their unique identity to their audience effectively.

Resume & Artist Statement Building: A foundation of any arts business, this session conducted by the **Manitoba Arts Council** equipped participants with the tools to craft compelling resumes and artist statements, essential for defining their identity.

Closing out the day, **Crystal Music Sound Healing** Meditation conducted a relaxing, meditative session to help participants hone in on their goals and ideas.

Throughout the day, artists picked up practical skills, valuable insights, and opportunities for collaboration, empowering them to navigate the complexities of the artistic landscape with confidence and clarity.



URBAN ART BIZ

A workshop series presented in partnership with Urban Shaman Contemporary Aboriginal Art focusing on the business side of the arts, offering insight into the professional world through the lens of Indigenous artists and galleries.

WORKSHOPS PRESENTED

- *Spotlight on Casey Koyczan*
- *CARFAC & Indigenous Protocols for Visual Art*
- *A Conversation with Cheryl L'Hirondelle*
- *The Indigenous 360 Grant with Tracy Longbottom*
- *The Art of Beading with David Heinrichs, Shauna Fontaine, Jessie Pruden, and Andrea Reichert*

"I loved hearing the stories of this traditional crafting medium and how these techniques are manifesting in modern applications. I love the thought of beading as ceremony. Community and connection are a given but ceremony adds to the reverence I have for the work of makers past and present."

-Participant from The Art of Beading workshop



OZHITOON JII-MIIGIWENG

SACRED HOOP

Over two days in March, a group of artists and educators had the opportunity to participate in Ozhitoon jii-Miigiweng (to create and to share) with Artists and Knowledge Keepers Albert McLeod and Lita Fontaine. Centered on the teachings of the Sacred Hoop- the circular heart of Indigenous ways of being- we focused on processes to decolonize educational ways and art-based practices.

Albert and Lita shared their knowledge of Indigenous perspectives and protocols through the hands-on building of personal Sacred Hoops. Participants dove deep into learning how to connect self to each part of the Hoop, incorporating land-based knowledge into their work while illustrating their own stories using the medicine wheel as a guide. The beautiful welcoming energy that filled the room was an experience that was both emotional and enlightening, promoting creating as an act of reconciliation.

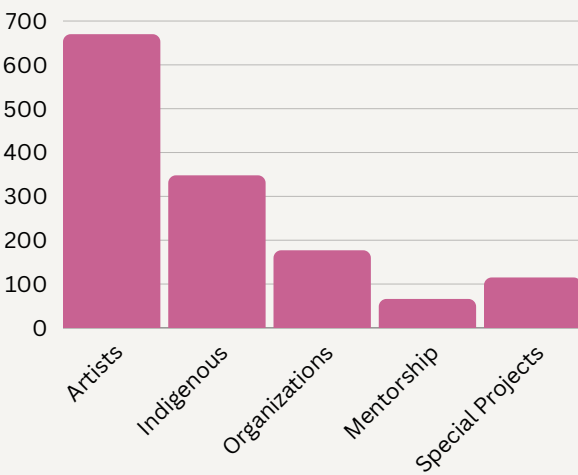
CONNECT

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

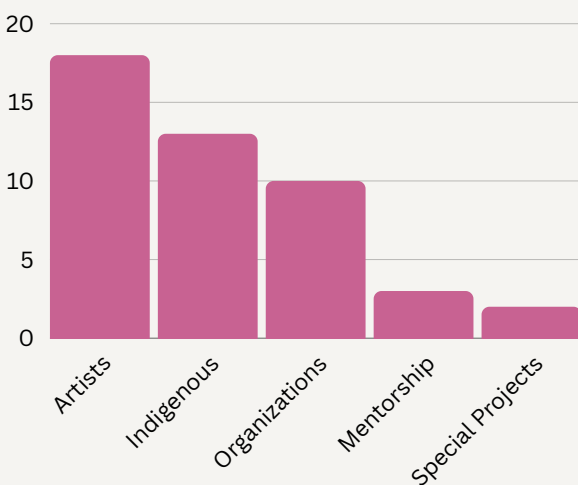
NUMBER OF PARTICIPANTS

TOTAL PARTICIPANTS: 1376



NUMBER OF PROGRAMS

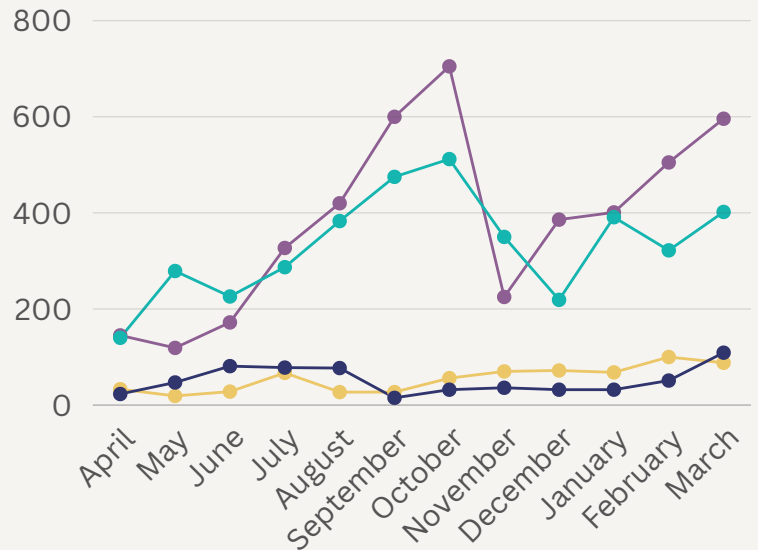
TOTAL PROGRAMS: 46



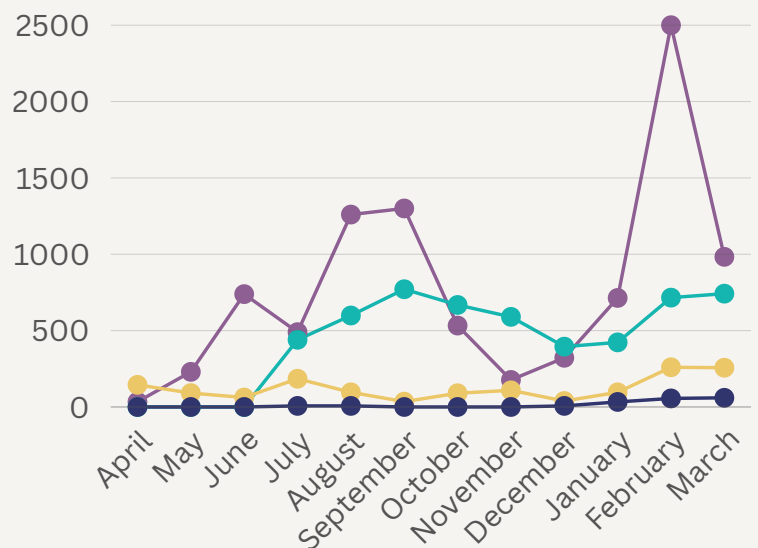
SOCIAL MEDIA

- Facebook
- Instagram
- Facebook Indigenous
- LinkedIn

PAGE VIEWS



ENGAGEMENT



MEMBERSHIP

189 Individuals

27 Organizations

NEWSLETTER

2144 Recipients

45% Open Rate

WEBSITE DEVELOPMENT

Work continues on our new digital portal for the arts, as we fine tune the features to best serve Manitoba's creative community. We are excited about the launch of the new site in early 2025.

This new tool will increase communication, networking and discoverability between Manitoba artists, organizations, and the community as a whole. This is not a replacement for existing content and opportunities but, instead, a better way to work together in the digital realm.

ARTS & CULTURE IDEAS SUMMIT

HOSTED WITH MANITOBANS FOR THE ARTS

The Arts and Culture Ideas Summit, hosted by **Manitobans for the Arts** and **Creative Manitoba**, united artists, cultural leaders, and community members for a day dedicated to revitalizing and strengthening the arts in Manitoba. The event featured a compelling keynote by playwright Ian Ross, along with engaging discussions led by industry leaders, all focused on innovative solutions to the current challenges facing the arts sector.

Participants left inspired and equipped with practical tools to reach new audiences and sustain the arts community. The summit sparked vital conversations and provided actionable strategies, reaffirming the essential role of the arts in our society.

BELOW IMAGE: *Attendees enjoy the opening keynote speech at the Arts & Culture Ideas Summit.*



PROFESSIONAL MENTORSHIP

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



GROUP MENTORSHIP

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

DISCIPLINES & PARTNER ORGANIZATIONS

- Creative Careers in Music** | Manitoba Music
- Creative Writing: Embracing Your Identity** | Manitoba Writers Guild
- Environment Art 101: Creating Video Game Props** | New Media Manitoba
- Unleashing Your Creative Voice Through Film** | Winnipeg Film Group

RURAL MENTORSHIP

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

- Brandon
- Pinawa
- Flin Flon
- The Pas



INCLUDE

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

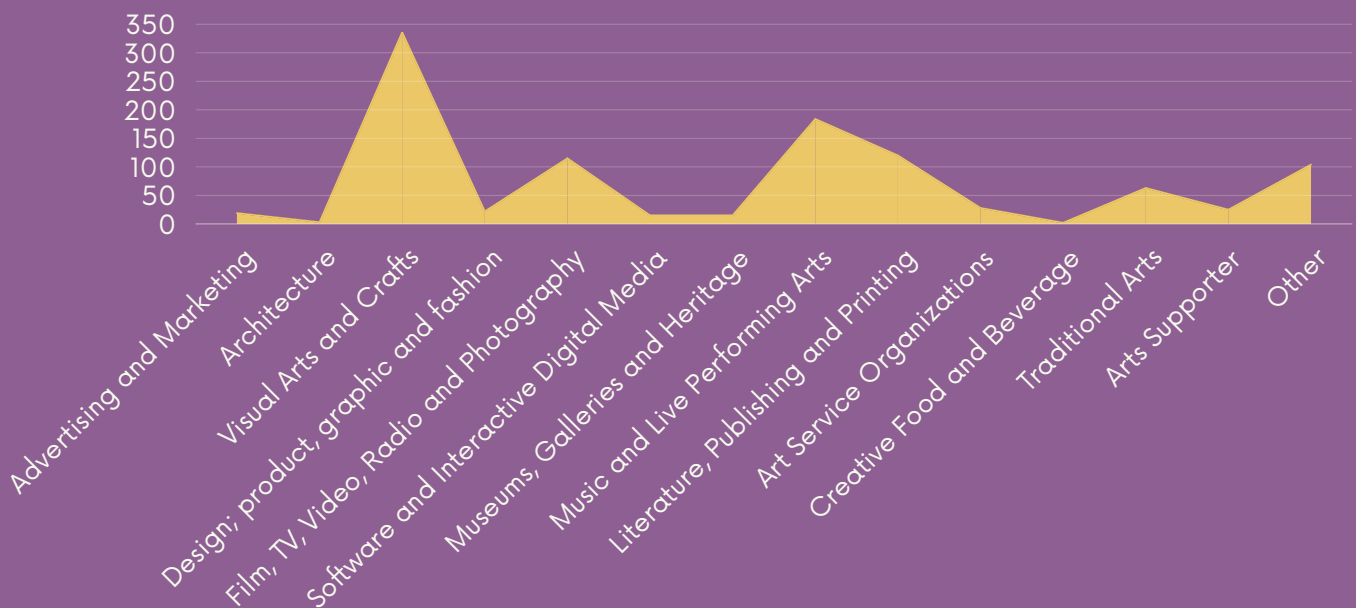


PROGRAM PARTNERS

Partnerships with **17** organizations including

- Arts Accessibility Network Manitoba
- Winnipeg Comedy Festival
- Mentoring Artists for Women’s Art
- Manitoba Music
- One Trunk Theatre
- New Media Manitoba
- The Winnipeg Film Group
- Urban Shaman Gallery
- Indigenous Filmmakers Association
- Manitobans for the Arts
- Friesen Publishing
- Cultural Human Resources Council
- La Maison des Artistes Visuels Francophones
- Winnipeg Film Group
- Manitoba Writers Guild
- Manitoba Arts Network
- Hyper VR Festival

PARTICIPANT DISCIPLINES





NORTHERN ART & FOOD PROJECT

The Northern Art and Food Project is entering its second year of work. The program is a collaboration between Creative Manitoba and Food and Beverage Manitoba – the program addresses the common needs of creative arts and food practitioners in northern Manitoba. The program supports a northern network of folks working in art and food called ImagiNorthern with exciting activities that amplify creative voices in Flin Flon, The Pas / OCN, Thompson, Churchill, and several other communities.



NORTHERN ARTS & FOOD WORKSHOP

This past March, artists, food makers, government bodies and creative organizations from Northern Manitoba and across Canada gathered in The Pas for four days to take part in the Northern Arts and Food Workshop conference. This event allowed participants and presenters to share ideas about how to build a cohesive and inclusive creative arts and culture economy in the North through interactive workshops, insightful discussions, and inspiring speakers.

The arts possess a unique ability to transcend boundaries and connect us on a deeper, more profound level. It was an opportunity to amplify our Northern voices, share our relationship with the land, and emphasize how community fills your spirit, your plate, and strengthens your creative vision. Creative Manitoba was pleased to partner with University College of the North, Futurpreneur, The Pas Arts Council, Imaginorthern, Food and Beverage Manitoba, Communities Economic Development Fund, and Calm Air for this endeavour.

CITY OF WINNIPEG'S **INDIGENOUS ACCORD**

Winnipeg's Indigenous Accord is a tool for Winnipeggers to come together and explore reconciliation. The Accord was unanimously adopted by City Council on March 22, 2017. Creative Manitoba has been a partner with the Indigenous Accord since June 2018.

Created for Indigenous Artists and those wanting to become more knowledgeable in how to work respectfully with Indigenous Artists, following protocols and traditions, we presented 33 programs in-house, with 13 of those programs specifically delivered by Creative Manitoba Indigenous Programs.

Creative Manitoba is committed to supporting the growth and development of Indigenous Artists' careers through continued partnerships and programming created in collaboration with Indigenous Artists, Knowledge Keepers and Cultural workers in the Arts and Culture Sector.

Our goal is to inspire Indigenous Artists through the building of relationships celebrating Indigenous voices, and by creating a greater understanding of Indigenous artists' processes and protocols in the non-Indigenous art world as we decolonize cultural spaces.

We will continue to develop partnerships with Indigenous artists, groups, and organizations, strengthening community relations, and craft our programming specific to the skills and knowledge requested by the community both in the urban centres and in the Northern communities.

Creative Manitoba is committed to empowering Indigenous Artists through entrepreneurship training, teaching artists how to sustain themselves creatively, financially, and holistically as they make their voices heard on their creative journeys.



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.

MANITOBA CAREER PROSPECTS

In Fall 2023, Creative Manitoba was contracted by the Province of Manitoba to re-develop a program called Manitoba Career Prospects. MCP was designed to help job seekers discover and explore a variety of career opportunities available throughout Manitoba's leading industries.

Working with Sector Councils, Career Counselors and Educators, MCPs ultimate purpose was to connect youth to education pathways to help fill labor market needs within Manitoba.



BUILD

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



Lack of process and proper HR support had left us struggling to progress as an organization.

Through the HR support provided, we have been able to take tangible steps forward. This program has brought new life to our organization.

-Organizational Participant from the HR Development Program for Small Arts Organizations



HR DEVELOPMENT PROGRAM FOR SMALL ARTS ORGANIZATIONS

Our Human Resources Program led by Dr Lana Adeleye-Olusae offered invaluable support for small arts organizations in need of HR management assistance- an often overlooked part of operations. The program provided access to an HR professional, an organizational self-assessment process, and personalized HR coaching. Participants in the HR Program gained valuable insights and takeaways to enhance their organizational practices. They learned how to develop and implement HR policies and procedures tailored to their specific needs, ensuring compliance with employment standards and fostering a more stable and equitable workplace environment.

Through personalized coaching and guidance, participants honed their skills in areas such as job description alignment with strategic goals, remote work policies, social media guidelines, equipment use regulations, workplace safety protocols, and equity and accessibility measures. Armed with this knowledge, participants were empowered to improve their HR practices and create a more efficient and inclusive work environment for their teams.

HR PROGRAM ORGANIZATIONAL PARTICIPANTS

- Manitoba Music
- Steinbach Arts Council
- OnScreen Manitoba
- Urban Shaman
- Theatre Projects Manitoba
- Dauphin & District Allied Arts Council
- ArtsJunktion
- Creative Manitoba

MARKETLANDS UPDATE

Our new home in the Creative Cube at the MarketLands development on the old Public Safety Building site in the Exchange District is finally under construction. The foundations are done and the building is starting to rise out of the ground. We expect to move in early 2026 and are very excited to be in the same building as MAWA, Urban Shaman, and Manitoba Music – we look forward to amplifying our partnerships with these fine folks!

CREATIVE MANITOBA STAFF

Thom Sparling

Executive Director

Mercedes Maduka

Operations Manager

Arlea Ashcroft

Indigenous Programs Manager

Kara Joseph

Training Programs Manager

Dora Carroll

Youth Mentorship Programs Manager

Sam Posnick

Communications Manager

Annie Bergen

Northern Art and Food Project Manager



Creative Manitoba

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