



CREATIVE MANITOBA

ANNUAL REPORT

OCTOBER 21, 2025



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.



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 **1675** artists and cultural workers in the province.



PROGRAMMING HIGHLIGHTS

The past year represented another strong, full year of informative programming from Creative Manitoba. Two Lunch & Learns on Marketing and Human Resources kicked off the year with a focus on arts organization skills training. Lourdes Still taught us all how to discover our brand while Chuck Allen showed us how to photograph our work to show it at its best.

Creative Accessibility Across Canada was presented as a series including Tangled Art + Disability, Creative Connector, Black Triangle Arts Collective, Sick & Twisted Theatre, and Through My Lens.

Collaborations with organizational partners also produced a year of fantastic workshops that covered all creative disciplines, including: Social Media for Creatives, Selling Your Work in Gift Shops, Applying for Exhibitions, Grant Writing, Pricing Your Work, Self-Publishing, Ever Funny- From TikTok to Stand Up, How to Be Your Authentic Self on Stage, Making Your Art Accessible, Inside the Edit, Beyond the Studio, and Funny Money.

Urban Art Biz had another great season of programming with: Canada Council Creating, Knowing and Sharing Grants, Pitching a Show to Urban Shaman, and Diversifying Your Market.

CRAFTING YOUR CREATIVE SIGNATURE

CREATIVE ENTREPRENEURSHIP
DAY 2025

Artists of all disciplines joined us for an inspiring day of sessions in the pursuit of crafting their creative signature. This suite of mini-workshops gave participants tools for their arts business toolkit going forward.

SESSIONS PRESENTED

- Musical performance by Karina Joy
- *Art Activation Exercises led by Uyen Pham*
- *Crafting an Artist Statement with Dora Carroll & Kara Joseph*
- *Goal Setting & Finding Balance with Natalie Bell*
- *Business Strategies for Artists with Rubab Fatima*

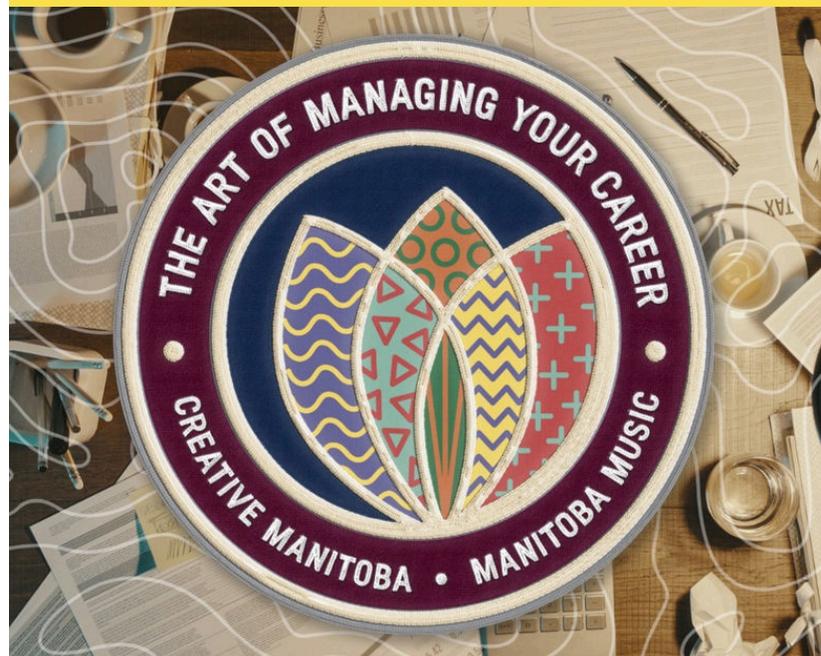
THE ART OF MANAGING YOUR CAREER

PRESENTED WITH MANITOBA MUSIC

Calling back to the original course name, the 'Exchange Arts Incubator' became 'The Art of Managing Your Career' once more, but this time with an expanded program. The 15 participants in this course learned all about managing their arts business, financial and legal concerns, marketing and self-promotion, work-life balance and more. They also worked collaboratively to put on several First Friday events.

NORTHERN ARTS & FOOD PROJECT

The Northern Arts and Food Project further expanded its reach this year with the naming of new Arts Champions, a strong partnership with ImagiNorthern, participation in the Northern Arts Workshop in Thompson, and a host of online workshops including: Reflections of the Northern Spirit, Proposals & Grant Writing for Northern Artists, Marketing & Promotions Training for Northern Artists, Running a Community Farmers' Market, How to Sell at a Farmers' Market, MAC Grants for Northern Artists, and Be Prepared, Not Scared: Get Food Safe Ready for the Health Inspector.



PROFESSIONAL MENTORSHIP

15 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

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

DISCIPLINES & PARTNER ORGANIZATIONS

Translation, Culture & Self in Creative Writing
Winnipeg Public Library

In Tune: Create & Collaborate
Manitoba Music

Behind the Scenes with MTPY: Theatre Production and Design Mentorship for Youth
Manitoba Theatre for Young People

RURAL MENTORSHIP

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

- Altona - Morris
- Isabella - St. Lazare
- Flin Flon

Illustration on right by Flin Flon Mentor, Danita Stallard



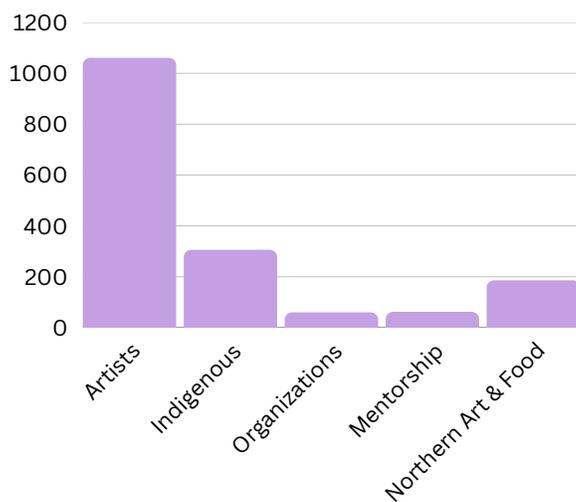
CONNECT

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

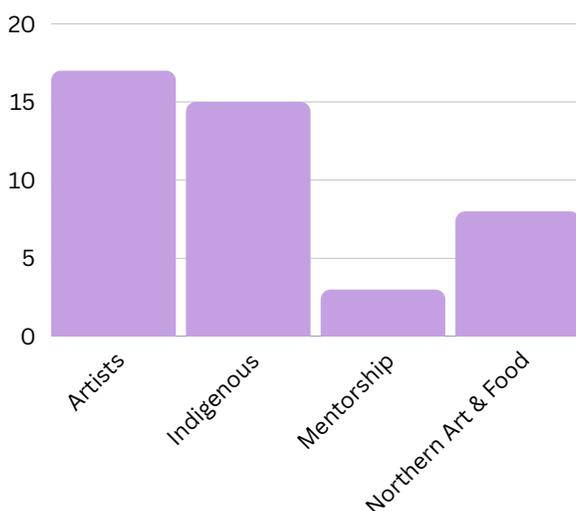
NUMBER OF PARTICIPANTS

TOTAL PARTICIPANTS: **1427**



NUMBER OF PROGRAMS

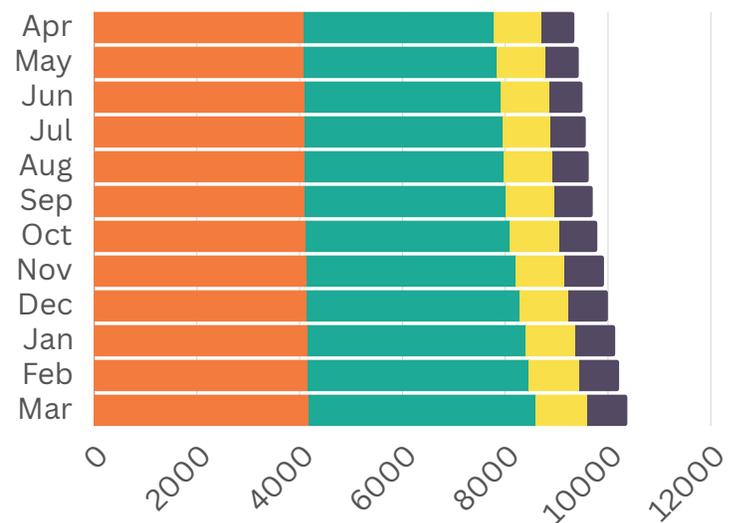
TOTAL PROGRAMS: **43**



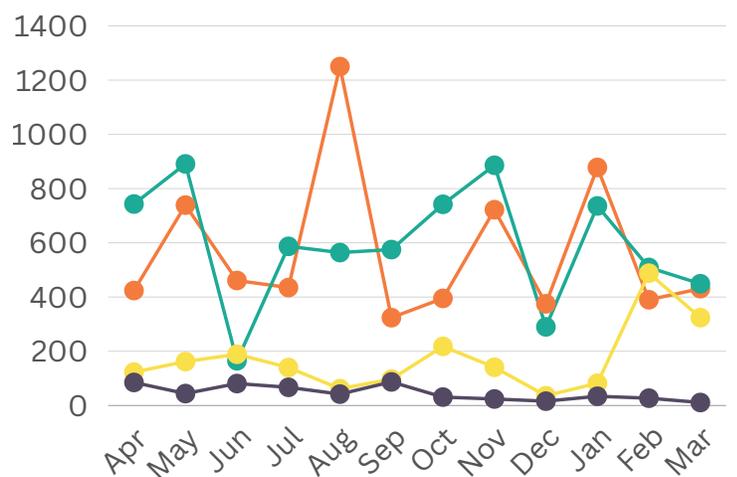
SOCIAL MEDIA



FOLLOWERS



ENGAGEMENT



MEMBERSHIP

169 Individuals

31 Organizations

NEWSLETTER

2042 Recipients

50.5% Open Rate

OUR NEW CREATIVE HUB

A BRAND NEW WEBSITE WITH ENHANCED FEATURES AND ARTS DIRECTORY

Work continued on our new Creative Hub, as our website was redesigned and redeveloped to serve more artists and creative organizations in Manitoba.

The Creative Hub is a free one-stop shop for artists and organizations to solve real-world problems. 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 very excited to bring this new tool to Manitoba's arts community.

Creative Manitoba

Rentals | Membership | Search... | Account

ARTS DIRECTORY | CLASSES & WORKSHOPS | OPPORTUNITIES | COMMUNITY EVENTS | RESOURCES

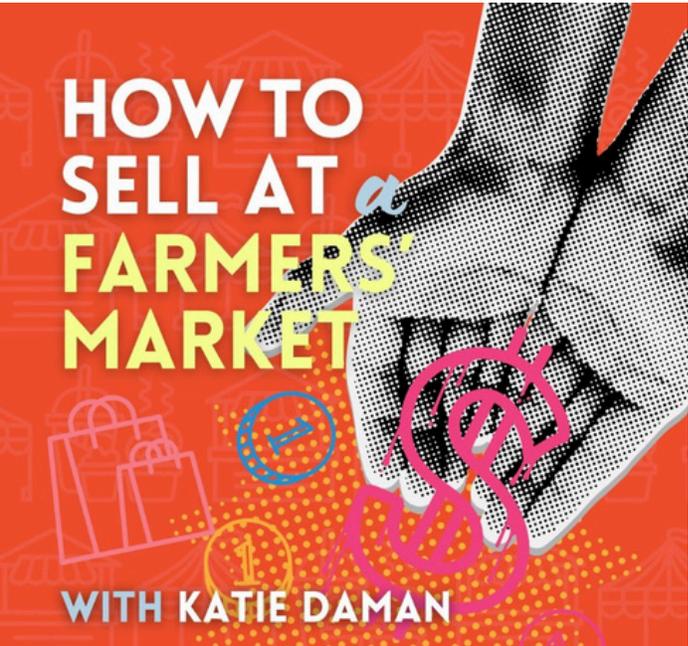
Connect, grow, and discover.
Join Creative Manitoba's Arts Directory!

Expand your arts business toolbox. Sign up for a class or workshop.

Explore postings for jobs, collaboration, and other arts opportunities.

INCLUDE

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

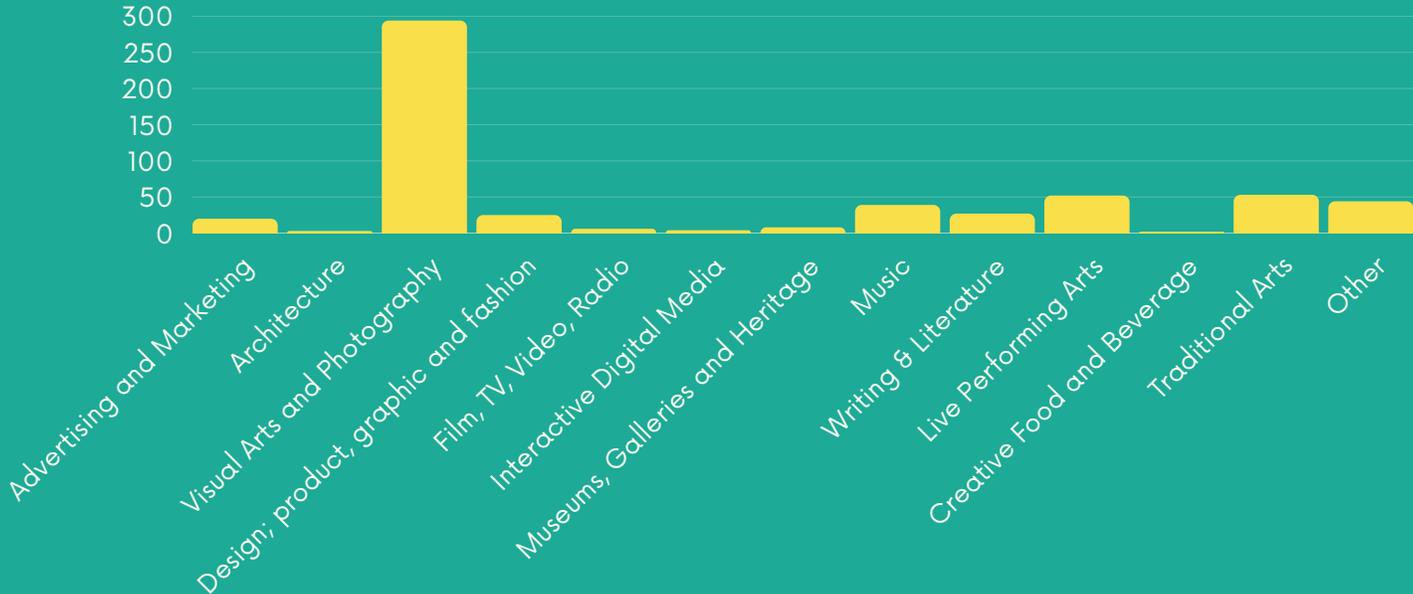


PROGRAM PARTNERS

Partnerships with **16** organizations including:

- Arts Accessibility Network Manitoba
- Winnipeg Comedy Festival
- Mentoring Artists for Women’s Art
- Manitoba Music
- New Media Manitoba
- Black Film Collective Winnipeg
- Black Film Space Manitoba
- Urban Shaman Gallery
- Indigenous Filmmakers Association
- Manitobans for the Arts
- Friesen Publishing
- Cultural Human Resources Council
- Manitoba Arts Network
- Gimli Film Festival
- Manitoba Craft Council
- Manitoba Arts Council

PARTICIPANT DISCIPLINES



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 continues on the Market Lands building development, Creative Manitoba’s new home in 2026. Piles were driven, supports have gone up, walls are beginning to stand and excitement is building as we prepare to join other local arts organizations in the move to this exciting new development.

Move-in dates are tentatively slated for Spring of 2026 and we look forward to continuing to provide informative programming and thoughtful creative leadership from this 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.

REVISITING AND REVISING OUR ORGANIZATIONAL PROCESSES AND PRIORITIES

Throughout 2024 and 2025, Creative Manitoba has been in a process of shifting the organization's day-to-day management to be more agile and efficient.

Our accounting processes and financial management system have moved to a completely paperless workflow using Dext and Quickbooks.

Human Resources reviews have also been conducted, involving the board and staff members in the process of streamlining organizational activities as a way of more efficiently delivering our programming and message to our members and all Manitobans.

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

Jacob Brodovsky

Northern Art and Food Project Manager

CREATIVE MANITOBA BOARD OF DIRECTORS

Jenny Steinke-Magnus (Board Chair)

Ecco Singers

Edward Esguerra (Treasurer)

Royal Winnipeg Ballet

Sophia Charuk

Artist

Maryam Decter

On Screen Manitoba

Rasna Madhur

Architectural Intern



Creative Manitoba

IS SUPPORTED BY



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for the Arts

Conseil des arts
du Canada

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The Government of Canada

The Manitoba Government

Manitoba 