

## Designed to Thrive

### Manitoba Arts Council sets high-level goals for the next five years

WINNIPEG, DECEMBER 12, 2016 - In its 50<sup>th</sup> year, the Manitoba Arts Council (MAC) is launching its new strategic plan, *Designed to Thrive 2017-2022*, outlining the agency's focus areas and goals in response to the changing landscape of Manitoba's arts scene. The plan introduces three primary goals for the five years ahead:

- Encourage Accessibility and Inclusion
- Connect Creative Communities
- Champion the Value of the Arts

"This is an important time of reflection for MAC. After 50 years, we have the opportunity to think back on what MAC has helped realize in Manitoba, and recognize emerging priorities that will help us better support the arts on an ongoing basis," says Aimée Craft, Chair of the Manitoba Arts Council.

Drawn from consultations and research, MAC has identified the following operational priorities for change which indicate how MAC will focus its efforts to achieve its vision in the most effective way possible:

- Respect And Value Indigenous People And Culture
- Enhance IT Capacity and Data-Driven Design
- Connect Creative Communities
- Ensure Equitable Access
- Redesign Website and Communications Strategy

#### NEW PROGRAM STRUCTURE FOR GRANTING PROGRAMS

Along with the Strategic Plan, MAC is reviewing its existing programs and developing a new program structure that is simple, flexible, and responsive. The aim of this new structure is to optimize the grant application process so that artists and organizations can spend more time creating new work. Simplified programs will also reduce administrative needs, allowing for better client support from MAC staff. The new program structure is planned to be launched in 2018-2019.

"The new program structure will be more flexible, adaptable, and responsive over time," says Akoulina Connell, CEO of the Manitoba Arts Council. "It will allow for greater breadth of creative output with far less hassle. Easy to navigate, easy to apply. That's the goal!"

#### JANUARY & FEBRUARY 2017: STAKEHOLDER CONSULTATIONS & SURVEY

MAC will be holding consultations throughout the Province and launching a survey to guide the implementation of the 2017-2022 Strategic Plan and the program structure. The results of the discussions and survey responses will be released in spring 2017.

Date	City	Time	Location
Friday, January 20, 2017	Brandon	6:00 p.m.	Manitoba Arts Council Office
Wednesday, January 25, 2017	Winnipeg, Downtown	6:00 p.m.	Millennium Library
Saturday, February 4, 2017	Thompson	2:00 p.m.	University College of the North
Wednesday, February 8, 2017	Winnipeg, Saint-Boniface	6:00 p.m.	Université de Saint-Boniface
Friday, February 10, 2017	Lac du Bonnet	6:00 p.m.	Lac du Bonnet Community Centre
Friday, February 24, 2017	Île des Chênes	6:00 p.m.	Collège Régional Gabrielle Roy

The Manitoba Arts Council will be seeking feedback from Indigenous communities. Details will be released shortly.

#### MANITOBA ARTS COUNCIL

The Manitoba Arts Council is an arm's-length agency of the Province of Manitoba, established in 1965 "to promote the study, enjoyment, production and performance of works in the arts." The Council makes awards to professional arts organizations and individuals in all art forms including theatre, literature, music, painting, sculpture, architecture or the graphic arts, and includes other similar creative or interpretative activity, including arts education. The Council uses a peer assessment process in making awards. Historically, the main criterion used to assess application is artistic excellence.

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Interviews available in English and French with :

**Akoulina Connell**, CEO of the Manitoba Arts Council  
**Aimée Craft**, Chair of the Manitoba Arts Council

