

MAC launches 5-year plan

By: **Uncredited**

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The Manitoba Arts Council is launching its new five-year strategic plan, "Designed to Thrive."

Several consultations will be held across the province to help guide the implementation of the 2017-22 plan, beginning in Brandon on Jan. 20 at 6 p.m. at the local MAC office.

The plan will outline the agency's focus areas in response to the changing landscape of Manitoba's arts scene, with three goals in mind: encourage accessibility and inclusion; connect creative communities; and 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," MAC chair Aimée Craft said.

Drawn from consultations and research, MAC has identified several 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; data-driven design and enhancing IT capacity; connecting creative communities; equitable access; and communications strategy and website redesign.

Along with the strategic plan, MAC is also reviewing its existing programs and developing a new program structure that is simple, flexible and responsive, according to a press release.

The aim 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 2018-19.

"The new program structure will be more flexible, adaptable and responsive over time," MAC CEO Akoulina Connell said.

"It will allow for greater breadth of creative output with far less hassle. Easy to navigate, easy to apply. That's the goal!"

» The Brandon Sun