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Avatar choreographer & performer | chorégraphe et interprète Freya Bjorg Olafson



MANITOBA ARTS COUNCIL
CONSEIL DES ARTS DU MANITOBA

FOCUS FORWARD

STRATEGIC PLAN
2012-2016



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MISSION

The Manitoba Arts Council is an arm's-length agency of the provincial government dedicated to artistic excellence. We offer a broad-based granting program for professional artists and arts organizations. We will promote, preserve, support and advocate for the arts as essential to the quality of life of all the people of Manitoba.

VISION

The Manitoba Arts Council envisions a province with a creative spirit brought about by arts at the heart of community life where:

- Manitobans value a range of artistic and cultural expression;
- The arts are energetically promoted as an essential component of educational excellence; and
- The arts landscape is characterized by province-wide participation that spans our diverse people and communities.

MANDATE

In accordance with the Memorandum of Understanding with the Province, Council supports the professional arts of demonstrated or potential artistic excellence for individuals, groups and organizations; including funding for arts training institutions, professional assessment, professional development, artists in the schools, and touring.

VALUES

The vision, mission and goals of the Manitoba Arts Council will be guided by the following 10 core values:

EXCELLENCE In the arts and in our program administration and delivery.

DIVERSITY To foster greater inclusiveness in and of the arts.

TRANSPARENCY In dealing with our clients and publics.

LEADERSHIP In our thinking and actions.

INNOVATION To think broadly, creatively and long-term.

COMMUNICATION To provide meaningful information to our clients and publics.

CONSULTATION To work in cooperation and partnership with our clients and publics.

COMMITMENT To our clients and to the fulfilment of our goals.

RESPECT To honour the uniqueness of our clients through fairness and equity.

INTEGRITY To demonstrate honesty in all our dealings with clients and publics.

GOALS

The Manitoba Arts Council will:

- Recognize and encourage artistic excellence, creativity and innovation.
- Be a leader in the arts community and promote the value of the arts at the heart of community life.
- Encourage opportunities in the arts that reflect the cultural diversity and the Aboriginal and Franco-Manitoban identity of the province.
- Support opportunities for all Manitobans to engage in and experience arts and cultural activities.
- Manage resources in an effective, accountable, and transparent fashion.



MANITOBA ARTS COUNCIL STRATEGIC PLAN 2012-2016

OVERVIEW

Through the 1965 *Arts Council Act*, the Manitoba Arts Council has the mandate to “promote the study, enjoyment, production, and performance of works in the arts.” The Council consists of 15 members appointed by the Lieutenant Governor in Council, and they are responsible for developing policy and approving the expenditure of funds that support the mandate and reflect the public trust.

Council’s governance practice requires the development of a strategic plan that will reflect priorities and guide initiatives. The year 2009-10 marks the end of the strategic plan put in place by Council in 2003-04.

Council recognizes that powerful, evolving influences on society have changed the ways in which arts and culture are developed and experienced. These influences include such things as globalization, technological innovations, cultural diversity, and the rapid pace of socio-economic changes. Manitoba Arts Council has the capability and responsibility to develop policy that is relevant and responsive to development of artistic practice and public experience of the arts. The new strategic plan will support continued emphasis on artistic merit, but will accommodate and respond to the partnerships and collaborations, innovation and entrepreneurship, cultural inclusion, and technological dissemination that also characterize Manitoba’s rich arts environment.

PROCESS

- On March 20, 2010, Council began the discussion of the new strategic plan, and, at the June 7, 2010, Council meeting, began to articulate the process. Council and staff met with consultant David O’Fallon to discuss the context for the plan, and identified the mitigating factors that might have an impact. Through the fall of 2010, the first community consultations were held in Winnipeg and elsewhere in the province, and Council regularly reviewed the progress and summaries of those consultations. At its annual Retreat, December 2-4, 2010, Council continued to discuss priorities and scenario analyses.
- Consultations with community groups and stakeholders were scheduled under the strategic planning brand of **Focus Forward**. Over 20 consultations and mini listening tours with a wide range of participants provided input into identifying key issues, concerns, and opportunities. Meetings occurred outside Winnipeg in Churchill, Thompson, Dauphin, Gimli, Steinbach, and Flin Flon. At a meeting April 18, 2011, Council reviewed frequency charts and summaries of key issues identified through the consultations.
- At its meeting June 2, 2011, Council approved the next stage of developing the strategic plan for 2012-16.
- At its June 27, 2011, meeting, Council reviewed the focus areas and strategic directions for the plan.
- At its August 29, 2011, meeting, Council approved the 2012-16 plan as tabled.

THE FRAMEWORK

The vision and goals of Council remain as the foundation for all Council's policy development. Five **focus areas** are identified as priorities for the next three to five years. Drawn from its consultations and research, they indicate the areas in which MAC will focus its efforts to achieve its goals in the most effective way possible. Council's **strategic directions** guide the range of activities MAC will identify to achieve its goals: playing an active role in partnerships and collaborations; making the most effective use of resources in grantmaking processes to arts organizations and individuals; and reviewing and revising program development. The **focus areas** and **strategic directions** are interconnected with Council goals, and inform the development of new policy, initiatives, and programs.

2012-2016 FOCUS AREAS

● **Leadership Role**

Manitoba Arts Council will adopt an enhanced role in providing leadership in partnerships, collaborations, and networking, and in grantmaking.

● **Arts Learning**

Manitoba Arts Council will encourage more, and amplified, opportunities in schools and communities that enhance arts learning and engagement, at every step along a continuum of arts experience, from receptive to participatory.

● **Youth Engagement**

Manitoba Arts Council will support a range of activities aimed at involving youth in the creation, dissemination, and experience of the arts.

● **Professional Development and Training**

Manitoba Arts Council will encourage and support opportunities for professional development and training of artists and arts administrators.

● **Equitable Access**

Manitoba Arts Council will encourage and support opportunities that decrease barriers to access to arts experiences, support, and services.

2012-2016 STRATEGIC DIRECTIONS

Keeping in mind the focus areas, Manitoba Arts Council will follow these strategic directions to achieve its goals. MAC will identify, implement, monitor, and evaluate specific actions and/or programs and projects to align with these directions.

● Target and support activities designed to involve youth in the experience, creation, and dissemination of the arts.

● Encourage and participate in "creative region" collaborations that enable productive exchanges and sharing of ideas, information, and practices among education, culture, and commerce in Manitoba communities.

● Broaden and increase support for professional development and training opportunities for artists and arts administrators.

● Implement innovative, effective, and responsive grantmaking practices.

