



*IMPROVING THE OUTCOMES AND INCOMES OF CULTURAL WORKERS*

**ANNUAL REPORT**  
**JUNE 21, 2011 TO JUNE 18, 2012**  
**THE YEAR IN REVIEW**

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## MESSAGE FROM THE EXECUTIVE DIRECTOR, JUNE 18, 2012

We're pleased to share Culture PEI's work from the past year with our membership, our partner organizations, and the public. It's been an active and productive year marked by tangible results in creating training programs for cultural workers such as the *Business of Crafts* short course at Holland College and the *Digital Media Arts* workshops in concert with the Island Film Factory. We secured private sector sponsorships of our Cultural Forum, and sourced other new forms of revenue such as our Cultural Capital of Canada contract with the City of Charlottetown. Generating new revenue meant we could commit to the sponsorship of the Music PEI Awards' Week Conference, enabling us to deliver on our mandate of improving the outcomes and incomes of cultural workers outside the scope of our contract with our core funder.

In September 2011, Culture PEI oversaw the provincial *Culture Days* program in partnership with the national *Culture Days* organizers and the PEI Department of Tourism and Culture. The 2011 Island edition of *Culture Days* grew by 190% over the previous year, with nearly 40 events offering free, interactive arts and cultural activities across the province. We're pleased to announce that there will be more funding for *Culture Days* organizers on PEI in 2012, as we announced this month that PEI Credit Unions has come onboard as a title sponsor. We've expanded the range of tools and resources at [www.culturepei.ca](http://www.culturepei.ca), so that those interested in pursuing a post-secondary education in an artistic discipline can easily find which schools offer such programs. Those looking for examples of Islanders successfully modeling a career in culture can find them on video in our *Careers in Culture* series.

2012 will prove to be a year of challenge and opportunity for Culture PEI. In May of this year, we learned that our core funder will discontinue funding for our organization's staff and operations at the end of September, 2012. Culture PEI views this as a chance to revamp its business model, and to apply for project funding from various sources in order to continue our work of supporting the development of our cultural industries and PEI's artists, artisans, performers and storytellers.

I invite you to read on to check out the highlights from the previous year and we appreciate your continued support and involvement!

Thanks,

Henk van Leeuwen  
Executive Director

## **THE YEAR IN REVIEW**

### **OUR CAREERS IN CULTURE VIDEOS and GUIDES**

One of our ongoing responsibilities is telling Island youth and aspiring storytellers, performers, artists and artisans how and where to find or start careers in culture. Much of our sector is represented by people who are self-employed and who've created their own professional narrative. We felt it was important for Island artists to see themselves and their work in the career outreach we do, and equally important for young Islanders to see successful Islanders modeling the cultural career experience. We began our *Careers in Culture* series in 2010'11, and in 2011'12, we found three more Islanders willing to express - entirely in their own words - the reality, reward and challenge of their educational, artistic and professional path.

These excellent ambassadors of our sector are profiled in our video portraits on [www.culturepei.ca](http://www.culturepei.ca) and will have their stories seen and heard by hundreds of students in Island high schools. Culture PEI sincerely thanks Ghislaine O'Hanley, Lloyd Doyle and Gail Hodder for being so gracious with their time and candid with their perspective for this endeavour. We also thank *Foulkes Productions* for its assistance with this production.

Another update on the career resources front: in the fall of 2011, we created a brand new *Careers in Culture* guide. This resource is a complement to the videos, and is being handed out at career and school expos and is nested on our website. It can also be found at <http://culturepei.ca/careers.html>.

### **ARTS AND CULTURE POST-SECONDARY PROGRAM SEARCH:**

Another new online tool: those seeking information about post-secondary courses and programs focusing on arts and cultural disciplines can now easily access them via our search engine at <http://culturepei.ca/training.html>. People can search for schools and programs by college or university, or by artistic discipline. This new tool was launched in the fall of 2011. Our website developer, *Prevail Creative*, was the architect of our new web resources.

## CULTURAL FORUM

The talk at our Cultural Forum in October, 2011 revolved around the impact of digital technologies, platforms and social media on our Island's cultural workforce and arts and cultural industries. Our forum took place on October 14<sup>th</sup> at the Confederation Centre of the Arts in Charlottetown. One of our signature events, the forum is a rare opportunity for PEI's cultural employers, employees and industry association representatives to network, acquire knowledge and skills, and to learn about industry trends and developments unique to the Island's arts and cultural community. An audience of 120 took in our guest speaker's presentation. Evan Jones of *Stitch Media* illustrated the impact of digital and online technologies on the creation, distribution and experience of arts and culture. Slides from Evan's address, *Ten Interesting Things that happen when Art Goes Digital* can be viewed here:

[https://docs.google.com/a/stitchmedia.ca/present/view?id=dhdpkfdg\\_201dftkkrd5&ndplr=1](https://docs.google.com/a/stitchmedia.ca/present/view?id=dhdpkfdg_201dftkkrd5&ndplr=1)

A trio of Island storytellers followed Evan's talk with a panel discussion unveiling how the digital era is influencing their creative efforts. Filmmakers Cheryl Wagner, Millefiore Clarkes and painter Stephen MacInnis were candid with their take on the challenges and opportunities presented by digital technologies, and how they're exploiting these tools to design and grow their creative works and audiences.

The business of marketing was at the forefront of a workshop featuring writer/publisher Patti Larsen, retail and entrepreneur trainer Bill Martin, and glass artisan Susana Rutherford. Some tangible, practical examples of marketing know-how emerged, and all three of our panellists offered tips and strategies pertaining to audience research, pricing, marketing and online sales. Susana has compiled a terrific list of online resources for artists and artisans. Check out her blog post from October 14<sup>th</sup>: <http://firehorsestudios.ca/posts-2011>.

Dave Cormier, an educational researcher and online community manager, sparked an excellent discussion about social media and their best uses. He facilitated a workshop which examined the best applications and uses of Facebook, Twitter, Linked In and Youtube, and our participants were able to share their own best experiences with these platforms.

Thanks to everyone who participated in and attended our forum. Culture PEI would like to acknowledge and thank our sponsors Prevail Creative, the Rotary Club of Charlottetown Royalty and CIBC Wood Gundy. These sponsorships enabled us to grow our range of workshops and our number of excellent panellists and speakers.

## **CONNECTING CULTURES THROUGH CULTURE**

On November 7, the gymnasium at Murphy's Community Centre in Charlottetown was energized with the diverse work and performance of newcomer artists and artisans for our *Connecting Cultures Through Culture* collaboration with the PEI Association for Newcomers to Canada. Nearly 30 newcomer artists set up tables to showcase works ranging from painting, jewelry, weavings and pottery. Several representatives and buyers from Island galleries, studios, exhibitors and gift shops came and visited the displays. Connections were made, and in several instances, business was conducted and opportunities created for newcomer artists! About 200 people dropped in to experience the event.

The goal of this event is to support the artistic and creative path of newcomers to PEI, to provide them with the opportunity to connect with the business and cultural communities, and to grow our province's creative sector. Thanks to the PEI Crafts Council, Music PEI, The PEI Symphony, The Confederation Centre Art Gallery, The PEI Museum and Heritage Foundation and Innovation PEI for answering questions about their own programs, and for providing assistance and feedback to participants. Culture PEI and the PEI Association for Newcomers thank the Murphy's Community Centre for its sponsorship of *Connecting Cultures Through Culture*. The gymnasium proved to be an excellent venue for facilitating this business mixer and for showcasing the talents of Oksana Yang, the Raonzena Korean Samul Nori Drum Band, Rakesh Subba and the Nepali dance group.

## **THE BUSINESS OF CRAFTS – HOLLAND COLLEGE COURSE, 2012**

The crafts sector spoke, and Holland College listened. After several months of discussions and planning involving the school, Skills PEI, The PEI Crafts Council and Culture PEI, Holland College offered a short course, *The Business of Crafts*, in January-March, 2012. In 2011, we distributed a survey to the cultural community, asking for input on training needs. 91% of the survey respondents – the highest rate of response coming from the crafts sector – indicated a desire for training pertaining to business and career management requirements for self-employed cultural workers. *The Business of Crafts* ran 12 classes with a curriculum which focused on business skills such as marketing, contract and price negotiation, taxation, copyright, grant writing and budgeting. Demand for the course exceeded the number of seats, as close to 20 students registered. Instructor Michelle MacCullum facilitated the course, which we helped design with the PEI Crafts Council. The feedback from participants was very positive.

## **DIGITAL AND MEDIA ARTS WORKSHOPS LAUNCHED**

The pool of filmmaking expertise and skills on PEI became a bit deeper in the winter months of 2012, as the Island Film Factory-organized film and digital media workshops were rolled out. A collaboration of the IFF, The Island Media Arts Co-op, Skills PEI and Culture PEI, the hands-on workshops were designed to heighten skills for various production and post-production positions, to grow media arts projects on Prince Edward Island, and to enable the sector's creative workforce to secure more Island-based employment. For Island and off-Island production teams, having access to multi-disciplinary and skilled film crews rooted in this province is critical to their creative and technical process, and it grows PEI's ability to compete with other provinces in attracting video projects. Some of this past winter's training included workshops for positions such as director of photography, production manager, field audio recording, online editing and editing for long-form drama and comedy. We're looking forward to more filmmaking action on PEI!

## **CULTURE DAYS 2011 ON PRINCE EDWARD ISLAND**

The weekend of September 30<sup>th</sup>, 2011 was jam-packed with arts and cultural action across PEI! From Ellerslie to Souris, Island artists, artisans, municipalities, studios, stages and heritage sites opened their doors so the public could participate in hands-on creative and cultural activities. Culture Days is Canada's largest arts and cultural public participation event with a mission of improving the accessibility of and participation in the arts. It provides an opportunity for PEI's cultural community to engage in a show and tell with all Islanders, and a chance for Islanders to experience and celebrate the diverse and inter-disciplinary range of artistic and cultural creativity, innovation and expression in our province. 2011's Culture Days campaign featured 38 Island events, an increase from the 13 activities registered in the inaugural program for 2010. Culture Days weekend featured open houses at studios and galleries in Cavendish, New London, Stratford and Kinkora, art workshops at public libraries and the Confederation Centre of the Arts, and heritage tours in Summerside and Orwell. Congratulations to everyone who hosted an event, and thanks to everyone for taking the time during Culture Days weekend to engage with artists, performers and storytellers in your community!

## **AND...GREAT NEWS FOR CULTURE DAYS 2012 ON PRINCE EDWARD ISLAND**

In June, 2012, we were thrilled to announce a title sponsor for the 2012 edition of Culture Days on Prince Edward Island, the PEI Credit Unions. With the PEI Credit Unions' sponsorship, and the continued support of the PEI Department of Tourism and Culture, there will be more funds available to Island artists, artisans, municipalities, venues and heritage sites to organize and host Culture Days events and activities this September.

## **THE ART OF CRITIQUE – SEPTEMBER WORKSHOP**

Culture PEI sponsored *The Art of Critique*, a workshop led by Ray Cronin at the Confederation Centre Art Gallery on September 29, 2011 in Charlottetown. A collaboration of the gallery, The PEI Writers' Guild and Culture PEI, *The Art of Critique* was held in response to a longstanding appetite for the development of skills needed for critical writing and peer review within the Island's cultural community. Ray, Executive Director of the Art Gallery of Nova Scotia and well-versed in the writing of arts' reviews himself, led a full class in the workshop. The group explored exhibition reviews, peer review, and critical writing involving arts and performance description, content, and audience impact.

## **MUSIC PEI AWARDS WEEK SPONSORSHIP**

Culture PEI was thrilled to sponsor Music PEI's Conference Week in January, 2012. The conference is an important part of Music PEI's awards week agenda. It's an opportunity for Island musicians to learn about news, trends and information pertaining to career management and professional development. This year, some of the workshops and panels featured performance coaching, vocal training, songwriting and information sessions on FACTOR and SOCAN's programs. Congratulations to Music PEI for an excellent week of music, concerts, and a packed-house awards show at the Confederation Centre of the Arts.

## **IMPACT EXPOS and CAREER FAIRS**

From September, 2011 to June, 2012 we met or spoke with several hundred Island high school students from across the province. There were high school career fairs in Summerside, Elmsdale, Montague, and Charlottetown, at which we distributed information about careers in culture. We presented at career exploration classes at Kensington and Souris High Schools.

In partnership with the Innovation and Technology Association of Prince Edward Island, we also co-hosted three Impact Expos. These expos focus on exposing Island high schoolers to careers in video game design and digital and media arts. Each of the expos took place over a day, and featured multiple presentations from video gaming professionals, Holland College digital animation instructors and representatives of ITAP and Culture PEI. Our contribution largely focused on the impact digital technologies are having on the creation, distribution and consumer experience of traditional media and storytelling.

## **SURVEYS' CONTRACT, CITY OF CHARLOTTETOWN**

In 2011 and 2012, the City of Charlottetown engaged Culture PEI in two separate contracts to measure the impact and success of its Cultural Capital of Canada programming in 2011. The first contract involved the design of survey format and methodology best-suited to glean feedback on Charlottetown's Cultural Capital campaign from five different target groups: participating artists, partner arts and cultural organizations, City Hall staff and elected officials, the City's business community, and Charlottetown's citizens. The City contracted Culture PEI for a second contract, this one to collect and analyze the survey feedback and data. A full report summary was written and presented to the City, and the City was very pleased with the outcomes of both survey contracts.

## **CULTURE AND TOURISM MARKETPLACE**

On April 10, 2012, Culture PEI teamed up with host and facilitator Patrick Ledwell, The Tourism Advisory Council, The Tourism Sector Council and The PEI Department of Tourism and Culture to present a half-day workshop called the *Culture and Tourism Marketplace*. This event was designed for emerging and established Island arts and cultural businesses, galleries, studios, venues and organizations looking to exploit marketing, audience development and promotional partnerships with members of the tourism industry. More than 100 cultural and tourism business operators attended. The event featured presentations from Tourism PEI and TAC on how they are trying to promote culture as part of their tourism marketing campaigns. There was also an excellent panel discussion involving members of cultural and tourism businesses, in which these business representatives provided practical and specific examples of how they are leveraging cultural and tourism industry cross-promotion. The *Culture and Tourism Marketplace* also featured a speed-networking element, which allowed emerging businesses to get word out about their new space or to forge potential cross-industry alliances and connections. Participants' feedback to this event was quite positive, and many expressed appreciation for being able to hear the PEI government's culture and tourism marketing plans firsthand.

## **FINDING YOUR VOICE (AND EARNING A BUCK) THROUGH GENRE WRITING**

In May 2012, Culture PEI and the PEI Writers' Guild collaborated to design and host an event to expose Island writers to new markets and paying destinations for their work. 50 people attended the May 25<sup>th</sup> event at The Guild, which featured advice and insights from blogger Bonnie Stewart, filmmaker Brian Sharp, magazine publisher Jordan McIntyre, young adult novelist Patti Larsen and writer/performer Patrick Ledwell. Writers learned about different ways to earn a living, and where and how to access these emerging labour markets.



## **ONGOING ACTIVITIES**

In addition to the afore-mentioned primary projects, Culture PEI engaged in a wide variety of additional activities related to identifying challenges facing the sector, informing various groups about our role, circulating newsletters, freshening our website and social media pages with sector updates, and presenting results of research to interested parties.

The Executive Director of Culture PEI sits as the PEI representative on the Provincial and Territorial Advisory Committee for Culture, a sub-committee of the Cultural Human Resource Council (CHRC). The Executive Director consults with this group via conference calls, and attends an annual meeting in Ottawa. The meetings provide an opportunity for each province/territory to provide updates on activities and projects. This relationship is invaluable to our sector council, as it provides tangible examples of activities/trends off-Island groups are engaged in, and we can adopt some of these initiatives for use on PEI.

In the fall of 2011, we assisted the City of Summerside with its Cultural Mapping exercise, meeting with consultants to share ideas on how to further incorporate arts and culture into Summerside's planning. In October, 2011 we presented at the City of Charlottetown's Urban Planning conference, and submitted ideas on how Charlottetown can build on the momentum of its 2011 Cultural Capital year. In February, 2012, we made the case for continued and increased funding for arts and cultural industries and infrastructure at a pre-budget roundtable meeting hosted by PEI treasurer Wes Sheridan.

## **THANK YOU**

Culture PEI's Executive Director offers enormous thanks to Administrative Assistant Kristine Vandenberghe. Without her excellent support and efforts, we would be unable to operate. I'd also like to thank Culture PEI's volunteer Directors of the Board, for their counsel, input and feedback. And finally, a special shout out to Prince Edward Island's artists, artisans, performers, storytellers and other creatives. It's a privilege to hold this balcony-view seat of your work, and to eavesdrop on your ideas, innovation and art.

## **AUDITED FINANCIAL STATEMENT**

Culture PEI has selected Arsenault Best Cameron Ellis (ABCE) to review the financial records of the organization and provide a report of its findings. ABCE will present its findings at Culture PEI's Annual General Meeting, and the final audited financial statement will soon be uploaded to Culture PEI's web site.

## **APPENDICES**

### **What is CulturePEI?**

CulturePEI (also known by its legal name, PEI Cultural Human Resources Sector Council) is a registered, not-for-profit sector council with a mission of improving the outcomes and incomes of cultural workers. We serve the human resource and labour market information needs of employers and employees within the cultural subsectors of writing & publishing, crafts, visual arts, the performing arts, digital & interactive media, media arts, museums & heritage, music & sound recording. The organization was created and registered as a not-for-profit organization in 2006.

Specifically, we:

- Create partnerships to build business opportunities for cultural workers
- Promote awareness of and information about careers in culture
- Identify skills, training & professional development gaps for the sector
- Help design bridges for those gaps
- We are the voice for the Island's cultural sector which engages governments, educational institutions, the business community and the not-for-profit sector in growing the creative economy
- We host and coordinate public events and workshops to distribute knowledge, research and tools about and for the cultural sector
- Elevate the profile of culture and the creative economy by communicating with community, not-for-profit, industry and business leaders and Island media
- Work to engage Island youth about pursuing a creative professional path

### **Organizational structure & accountability:**

The Executive Director of CulturePEI reports and is accountable to CulturePEI's Board of Directors. The Board is made up of leaders, employers and employees from the cultural sub-sectors identified above. Our core source of funding comes from the Canada/PEI Labour Market Development Agreement. You can learn more about CulturePEI by going to our website [www.culturepei.ca](http://www.culturepei.ca) or by following us on Facebook & twitter @ CulturePEI

**Our Directors of the Board, as of June, 2012:**

**BOARD OF DIRECTORS  
2011/12**

NAME	ORGANIZATION	REPRESENTING DISCIPLINE
McIntyre, Jordan	Island Family Magazine	Writing and Publishing
MacKeeman, Karl	Satori Studio	Museums, Archives, Libraries and Heritage
Keenlyside, David	Museums and Heritage Foundation	Museums, Archives, Libraries and Heritage
Cousins, Jesse	<i>hourglass</i> studio	Crafts
Oakie, Rob	Music PEI	Music and Sound Recording
Reddin, Peggy	Confederation Centre Dance Umbrella	Live Performing Arts
Sandiford, Mark	Beachwalker Films Inc.	Film & Television
Sharp, Brian	Mugisha Enterprises Inc.	New Media
Beaulieu, Gerald	CARFAC	Member at Large
Christensen, Susan	Studio 4	Visual Arts
Winter, Virginia	Centre for Performing Arts PEI	Live Performing Arts
Saunders, Sarah	South Shore Arts Council	Visual Arts