

NEWFOUNDLAND AND
LABRADOR ARTS COUNCIL
ACTIVITY PLAN
2007-2008



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CHAIRPERSON'S MESSAGE

In accordance with the Transparency and Accountability Act requirements for category 3 government entities, I am pleased to present the activity plan for the Newfoundland and Labrador Arts Council for 2007-08.

In June 2006, the Arts Council released *Encouraging Excellence: A Strategic Framework for the Arts*. This strategic framework provided the Newfoundland and Labrador Arts Council with focus and a clear roadmap for fostering and promoting artistic creation and the enjoyment of the arts for the benefit of all Newfoundlanders and Labradorians. It highlighted the strengths, we can build on and the weaknesses we will address. Moreover, it serves as an important tool for demonstrating strong stewardship, accountability and transparency.

This strategic framework provided a long-term vision for the arts in the province and supported the development of an annual operational plan that will be reviewed by Council on at least a semi-annual basis, and where warranted, adjust operational priorities to meet changing needs and external conditions.

This framework also formed a firm foundation for our activity plan under the Transparency and Accountability Act and will also serve as a vehicle to provide status reports and an annual report to the Minister of Tourism, Culture and Recreation and to our stakeholders.

These priorities support the strategic directions articulated by the Minister of Tourism, Culture and Recreation in the areas of Culture and Heritage. As the Chair of the Newfoundland and Labrador Arts Council, I have reviewed this activity plan and am satisfied that it truly reflects the strategic directions of the government. I accept responsibility, on behalf of the board, for the achievement of the specific goals contained within this plan.



Carmelita McGrath
Chair
Newfoundland and Labrador Arts Council

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1.0 OVERVIEW

The Newfoundland and Labrador Arts Council is a not-for-profit organization created in 1980 through provincial legislation called the Arts Council Act.

The Arts Council comprises 10 practicing artists representing all disciplines and all regions of the province and two representatives from the Department of Tourism, Culture and Recreation. Council members serve on a volunteer basis for a three-year term. There are six full-time staff employed by the Arts Council. Although a Crown agency, the Arts Council operates at arm's-length from the government.

Arts Council Members

Carmelita McGrath	St. John's, Chair	Writing
Mary Walsh	St. John's, Co-Vice Chair	Theatre
Kim Wiseman	Gander, Co-Vice Chair	Music
Tom Gordon	St. John's	Music
Randall Maggs	Corner Brook	Writing
Mara Noftall	St. John's	Dance
Barbara Wood	Happy Valley-Goose Bay	Visual Arts
Brent Meade	Deputy Minister, Culture and Heritage, Department of Tourism, Culture and Recreation	
Eleanor Dawson	Director of Arts, Department of Tourism, Culture and Recreation	

Arts Council Staff

Reg Winsor	Executive Director
Ken Murphy	Program Manager
Katrina Rice	Program Officer
Janet McDonald	Communications Officer
Jennifer Cummings	Administrative Assistant
Donna Roberts	Labrador Cultural Outreach Officer

Contact Information

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Financial Information(2007-2008)

In 2007-08, the Newfoundland and Labrador Arts Council's total budget was approximately 2 million.

2.0 MANDATE

The Newfoundland and Labrador Arts Council is a not-for-profit organization created in 1980 through provincial legislation called The Arts Council Act. The Act states that the purpose of the Newfoundland and Labrador Arts Council is to foster and promote the creation and production of works in the arts in the province, the study and enjoyment of these works and to encourage the public awareness of the arts.

The objects of the Council are to foster and promote the creation and production of works in the arts, the study and enjoyment of these works, and in particular, the Council shall

- a. Foster and promote through grants and otherwise the arts of the province and the arts of groups indigenous to the province:
- b. Help through grants and otherwise in the development of provincial amateur and professional artists and arts organizations; and
- c. Advise the Minister with respect to the development of arts and arts policy in the province.

3.0 LINES OF BUSINESS

The primary function of the Newfoundland and Labrador Arts Council is to develop and administer granting programs for artists and arts organizations. Currently the NLAC operates nine funding programs:

Professional Project Grants Program is available to individual artists, groups, and organizations. Project grants can support production, operating and travel costs related to productions, purchase of materials, fees for service supplies, professional development, and individual artists can apply for living expenses.

Professional Arts Organizations Sustaining Grants are available to professional arts organizations and arts service organizations. These grants provide assistance towards administration and project costs with a guaranteed minimum grant for a three-year period.

Professional Festivals Program provides assistance to professional festivals or series running for a concentrated period of time once a year. Professional festivals or series would pay

recognized rates of payment for artists and staff. Applicants must operate as not-for-profit festival.

Community Arts Program provides assistance to community based not-for-profit arts organizations. This program can assist with arts presentations, productions, new creation, adjudicator fees, etc.

Professional Artists' Travel Fund provides travel assistance to professional artists taking part in unforeseen or unexpected activities which are career enhancing. Such activities must involve a significant discussion, presentation or celebration of the applicant's work and/or an opportunity to enhance his/her career.

ArtsSmarts seeks to afford schools and their communities a chance to enhance artistic activities that are linked to educational outcomes, to encourage students to develop their intellectual skills through active participation in the arts and to engage Canadians in artistic activity with a view to developing supporters and practitioners of the arts and to nurturing creative thinkers. Schools and school boards can apply for funding to support an ArtsSmarts project.

Visiting Artist Program supports initiatives to bring the province's art into schools. Schools can apply for funding to have an artist, group of artists, or arts organization come to the school to present artists talks, conduct readings, offer performances, lead art workshops with students etc.

School Touring Program provides assistance to professional artists and arts organizations to offer significant tours to schools throughout the province.

Labrador Cultural Travel Fund provides travel assistance to residents of Labrador to participate in arts and heritage activities on the island portion of the province and to Labrador organizations to bring in resource people from the island for seminars, workshops or similar events.

To ensure that its limited financial resources are used wisely and that decisions are made fairly and objectively, Council uses a **peer-assessment process** for reviewing artistic proposals. Applications are reviewed by a peer-assessment committee, whose members are experienced professionals with expertise in a given discipline. Effort is made to provide a balanced representation of discipline, gender, and region on the assessment committees. The actual make-up of a jury is determined after the closing date for applications. This enables the Arts Council to develop a qualified jury and to avoid potential conflicts of interest. The peer jury is a recommending committee only. The Arts Council Board ratifies the jury recommendations.

Arts Council assessment is normally based on the artistic merit of the work proposed. Several other criteria, such as originality, growth potential, permanence, access, ability and feasibility, are also used to assist peer juries in making objective decisions. This is determined by a comparative review of all the other projects submitted. Other factors, such as the quality of the support

material submitted, the impact of the project on the development of the artist and/or art form, and financial viability, are also considered.

In addition, the Arts Council also provides a broad range of information and resources to the arts community and government; advises government on policy matters; and produces an annual Arts Awards show.

4.0 VALUES

While the Newfoundland and Labrador Arts Council aspires to many values, the key values upon which each individual of the NLAC will focus in the performance of their work in the current planning period are:

Partnerships and Collaboration: The NLAC will continue to build partnerships and collaborative relationships with the public and private sector. The NLAC will work cooperatively and constructively with clients and stakeholders.

Accessibility: The NLAC actively supports access to the arts for everyone. The NLAC will implement a communications plan that promotes and raises awareness of the vital role of the arts in society.

Artistic Practice: The NLAC supports freedom of expression, diversity and excellence in artistic practice. The NLAC will revamp Professional grant programs supported by appropriate guidelines and the peer assessment process.

Artists' Status: The NLAC believes that artistic practice should be economically viable for the artist. The NLAC will increase funding support to core programs and encourage status of the artist legislation.

Flexibility and Responsiveness: The NLAC encourages arts community input and will change and evolve to meet changing needs. The NLAC will consult with key stakeholders every three years.

Transparency and Accountability: The NLAC will develop policies and practices that meet high standards of transparency and accountability for the resources entrusted to our care. The NLAC will conduct an annual review and assessment of NLAC programs to ensure human and financial resources provide the greatest possible value and impact.

5.0 PRIMARY CLIENTS

The Newfoundland and Labrador Arts Council works closely with numerous stakeholders.

- Professional artists
- Professional arts organizations
- Amateur artists
- Amateur arts organizations
- Community arts organizations
- Schools

The NLAC also works with many departments of the federal, provincial and municipal governments.

6.0 VISION

The vision of the Newfoundland and Labrador Arts Council is of a province where Newfoundlanders and Labradorians are a creative, innovative and diverse people who fully participate in a healthy, vibrant, and cultural community which is globally recognized for artistic excellence.

7.0 MISSION

The mission statement identifies the priority focus area of the Newfoundland and Labrador Arts Council over the next four years. It represents the key longer-term result that the NLAC will be working towards as we move forward on the strategic directions of government. The NLAC supports the creation and enjoyment of the arts through its programs. The NLAC will review and assess programs to determine the greatest possible value and impact and how better to deliver programs.

Mission Statement

By 2011, the NLAC will have better supported the creation and enjoyment of the arts for the benefit of all Newfoundlanders and Labradorians.

The measures and indicators which will identify the achievement of the NLAC's mission are:

Measures: supported the creation and enjoyment of the arts

Indicators: Increased support to professional artists and arts organizations
Increased support to amateur artists and community arts organizations

Increased support to arts education through the ArtsSmarts, Visiting Artist Program and School Touring Program
Conducted annual reviews and assessments of programs

8.0 ISSUES

Issue 1: Artistic Excellence

The primary function of the Newfoundland and Labrador Arts Council is to develop and administer granting programs for artists and arts organizations. Over the last 25 years, tremendous changes have occurred in the arts community with emerging art forms, technology and new media. Many artists are expressing interest in export opportunities. Emerging artists require mentorship and access to financial support. For artists and arts organizations alike, the needs are great, calling for increased funding and focused investments coordinated with a diverse partnership base.

Goal 1: By 2008, the NLAC will have improved support for artistic excellence through focused investments

Measure: improved support

Indicators: increased level of funding
revised current funding programs
increased focus on professional development
maintained and strengthened the process of peer assessment

Issue 2: Effective Leader and Advocate

Currently within the province's arts community, insufficient research exists to monitor the growth and development of the arts. Inadequate resources for information and communications impact Council's ability to advocate effectively for increased arts investment and more responsive arts policy. Our stakeholders expect us to encourage collaboration among arts organizations, provide leadership on issues facing artists, and raise the visibility of the arts in public policy development.

Goal 2: By 2008, the NLAC will have been an effective leader and advocate in fostering and promoting the arts in Newfoundland and Labrador.

Measure: effectiveness and advocacy

Indicators: Created a Council Advocacy/ Communications Committee
Developed and implemented a communications plan
Created a Status of the Artist Committee

Created a Labrador Cultural Outreach Office
Hired a Labrador Cultural Outreach Officer
Produced Annual Arts Awards Show in Corner Brook

Issue 3: Public Awareness

Artists and other stakeholders believe that Council must play a stronger role in increasing public and community awareness of and participation in the arts. This reflects the important role the arts play in building vibrant communities and enhancing quality of life. The arts offer opportunities to deepen our appreciation of our diversity and heritages. Children and adults who are exposed to arts education broaden their understanding of the world and strengthen their capacity for creativity and innovation

Goal 3: By 2008, the NLAC will support public awareness and participation, community involvement, and education in the arts.

Measure: public awareness and participation

Indicators: Created linkages among amateur artists and groups, community groups and professional artists through community arts program
Expanded partnerships and diversified programs
Strengthened the role of professional artists in formal education and lifelong learning through Arts in Education Programs
Created a Labrador Cultural Outreach Office
Hired a Labrador Cultural Outreach Officer

Issue 4: Stewardship and Accountability

Public funds have been entrusted to the Newfoundland and Labrador Arts Council to support grant programs and operations. As steward for these funds, Council intends to strive for the highest standards of transparency and accountability. The intent of this strategic goal is to ensure that effective, efficient and responsive governance and operational processes are in place and are visible.

Goal 4: By 2008, the NLAC will have ensured a high standard of stewardship, accountability and transparency in all Newfoundland and Labrador Arts Council operations.

Measure: Raised standard of stewardship, accountability and transparency

Indicators: Conducted an annual review and assessment of NLAC programs
Consulted with key stakeholders
Developed effective and efficient governance model