

Northwest Territories **Arts Strategy**



Action Plan 2

2007



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INTRODUCTION

The **Arts Strategy Action Plan 2** replaces the Action Plan that was part of the Northwest Territories Arts Strategy released in October 2004. It represents the commitment of the Department of Education, Culture and Employment (ECE) and the Department of Industry, Tourism and Investment (ITI) to support the arts sector to achieve a multitude of creative, cultural, educational, social and economic benefits for the Northwest Territories. Specifically, ECE supports careers in the arts and cultural industries¹; primary, secondary and postsecondary arts education; public access to, and participation in, the arts, and art creation². Industry, Tourism and Investment (ITI) supports the business side of the arts including the film industry and producers of art and fine crafts.

The Arts Strategy Action Plan 2 also represents the views of artists, arts organizations, art teachers and art business owners who have been involved in the Arts Strategy since 2002. In 2002, an Arts Strategy Advisory Panel was established to consult widely in all regions on arts issues and made recommendations in their report, **A Vision for the Arts: Arts Strategy Advisory Panel Recommendations**. The Government of the Northwest Territories (GNWT) responded to these recommendations in its document, **The GNWT Response to “A Vision for the Arts in the NWT”** in July 2003. Based on this document, ECE and ITI jointly released, in November 2004, the **Northwest Territories Arts Strategy**.

To fulfill one of the action items to report on progress, ECE and ITI jointly prepared the first **NWT Arts Strategy Progress Report as of March 31, 2006** and tabled it in June 2006. To meet ministerial commitments in the NWT Arts Strategy and in the Legislative Assembly, ECE and ITI met on September 16, 2006 in Yellowknife with a consultation group comprised of artists, arts organizations, and cultural industries representing all regions and all art disciplines. The next day, ECE met with the group separately to discuss lifelong learning in, through and about the arts. Terriplan Consultants prepared two reports summarizing the discussions: **NWT Arts Strategy Consultation Report** and the **Lifelong Learning and the Arts in the NWT Report**.

The current document, the Arts Strategy Action Plan 2, was written in consideration of the valuable perspectives and recommendations contained in these last two reports while also considering current fiscal realities in the Government of the Northwest Territories. The vision statements in the original Strategy have been maintained and a few action items have been carried over because they represent on-going activities. Additionally, many new action items have been added. The outcomes and measures have been revised significantly to reflect our current understanding of accountability in the arts. It is divided into two sections: Section I for the Department of Education, Culture and Employment and Section II for the Department of Industry, Tourism and Investment.

Each of the documents mentioned above marks the path of evolution in the GNWT’s support of the arts. They are available on the following website:

<http://www.gov.nt.ca/research/publications/index.html>

¹ *Cultural industries, in this context, include businesses such as commercial art galleries, self-employed artists, recording studios, film companies, publishers, and stores selling books, video, and/or music.*

² *Art creation refers to the process of making works of art, including painting, sculpture, printmaking, poetry, novels, theater, dance, music, film, new media and the many forms of traditional and evolving Aboriginal art.*

Section I: EDUCATION, CULTURE AND EMPLOYMENT

VISION: *The public has access to venues and programs that showcase the many forms of creative talent in the NWT.*

Culture and Heritage Community Programs Office

ACTIONS/ACTIVITIES	TIMING	PERFORMANCE MEASURES	OUTCOMES
Explore the possibility of establishing an arts foundation.	2007-08	<u>Measure of responsiveness to expressed need:</u> <ul style="list-style-type: none"> ▪ Complete research. Target: By March 2008. 	Increased investments for the arts in all areas.
Continue to provide financial assistance to arts festivals through the Support to Northern Performers Program. ³	On-going	<u>Measure of Target Population Reach:</u> <ul style="list-style-type: none"> ▪ Number of attendees, in each region, at festivals funded by the Department. Target: 3% increase from baseline of 27,773 in 2006-7 (28,606). <u>Measure of Equitable Distribution of Support to Artists:</u> <ul style="list-style-type: none"> ▪ Equitable distribution of artists showcased at festivals funded by the Department. Target: Distribution artists showcased matches population distribution within 5%: (2006-07 baseline: 36% Yellowknife; 38% Regional Centres and 25% Smaller Communities) 	<p>Lifelong Learning: The general public has access to opportunities to learn in, through and about the arts through attendance at arts festivals.</p> <p>Social Cohesion: Individuals, families and communities will have opportunities to interact and bond with each other through participation in festival activities.</p>

³ This is related to the action item "Provide contributions to support community festivals" included in *Building on Our Success: Strategic Plan 2005-2015* for the Department of Education, Culture and Employment. (p. 24)

Section I: EDUCATION, CULTURE AND EMPLOYMENT

ACTIONS/ACTIVITIES	TIMING	PERFORMANCE MEASURES	OUTCOMES
<p>Continue to encourage and assist arts organizations in all regions to develop and submit applications for Arts Council funding. (Funding proposals are then reviewed and recommended for funding based on artistic merit.)</p>	<p>On-going</p>	<p><u>Measure of Target Population Reach:</u></p> <ul style="list-style-type: none"> ▪ Number of community art projects and number of individuals participating in community art projects funded through NWT Arts Council. <p>Target: 3% increase from baseline of 42 projects and 4,455 participants in 2005-6.</p> <p><u>Measure of Accessibility:</u></p> <ul style="list-style-type: none"> ▪ Arts organizations throughout the NWT have equitable access to consideration by the NWT Arts Council for funding. <p>Target: Applications received equitably represent regions and art disciplines.</p>	<p>Lifelong Learning: The public has access to opportunities to learn in, through and about the arts through participation in community art projects.</p> <p>Social Cohesion: Individuals, families and communities will have opportunities to interact and bond with each other through participation in community art projects.</p> <p>Culture Continuity: Individuals, families and communities will have opportunities learn about and develop an understanding of their own culture and the culture of others through participation in community art projects.</p>
<p>Continue to provide financial assistance to the Northern Arts and Cultural Centre.</p>	<p>On-going</p>	<p><u>Measure of Social Cohesion:</u></p> <ul style="list-style-type: none"> ▪ Number of performers, staff, volunteers and attendees. <p>Target: 3% increase from baseline of 7,327 in 2005-6.</p> <p><u>Measure of Economic Impact:</u></p> <ul style="list-style-type: none"> ▪ Amount of dollars spent locally. <p>Target: Increase or maintain baseline of \$509K in 2005-6.</p>	<p>Lifelong Learning: The public has access to opportunities to learn in, through and about the arts through attendance at and participation in NACC performances.</p> <p>Social Cohesion: Individuals, families and communities will have opportunities to interact and bond with each other through attendance at and participation in NACC performances.</p> <p>Culture Continuity: Individuals, families and communities will have opportunities learn about and develop an understanding of their own culture and the culture of others through attendance at and participation in NACC performances.</p>

Section I: EDUCATION, CULTURE AND EMPLOYMENT

NWT Public Library Services

ACTION	TIMING	PERFORMANCE MEASURES	OUTCOMES
Consult with northern artists and arts organizations to develop a list of published books and videos created by NWT authors and artists.	2007-08 and on-going	<p><u>Measure of Goal Attainment:</u></p> <ul style="list-style-type: none"> ▪ Completion of a list of recently published books by NWT authors and videos by NWT filmmakers. Target: Completion in 2007-8. ▪ Purchase known published books by a NWT author and every known video by a NWT filmmaker. Target: At least one copy of every known published book by a NWT author and every known video by a NWT filmmaker. 	<p>Lifelong Learning: The public has access to opportunities to learn in, through and about the arts through reading books and viewing videos created by NWT authors and artists.</p> <p>Culture Continuity: Individuals, families and communities will have opportunities learn about and develop an understanding of their own culture and the culture of others through reading materials and viewing videos created by northerners.</p>
Establish long-term plan for the provision of public library space in communities. ⁴	2007-10	<p><u>Measure of Goal Attainment:</u></p> <ul style="list-style-type: none"> ▪ Establish long-term plan for public library space in communities. Target: Completion of Plan by 2010. 	<p>Lifelong Learning: The public has equal access to opportunities to learn in, through and about the arts by way of book lending, author events and special community programs.</p>
Expand Web-based information systems and services focusing on the Virtual Library Project. ⁵	On-going	<p><u>Measure of Accessibility:</u></p> <ul style="list-style-type: none"> ▪ Expand Web-based information systems and services focusing on the virtual library project. Target: All communities without a community library will have support for virtual library by 2010 dependant on funding. 	<p>Lifelong Learning: The public has equal access to opportunities to learn in, through and about the arts by way of book lending, author events and special community programs.</p>

⁴ This is an action item included in *Building on Our Success: Strategic Plan 2005-2015* for the Department of Education, Culture and Employment. (p. 74)

⁵ This is an action item included in *Building on Our Success: Strategic Plan 2005-2015* for the Department of Education, Culture and Employment. (p. 73)

Section I: EDUCATION, CULTURE AND EMPLOYMENT

Prince of Wales Northern Heritage Centre

ACTION	TIMING	PERFORMANCE MEASURES	OUTCOMES
Continue to exhibit art from the GNWT's collection at the Prince of Wales Northern Heritage Centre.	On-going	<u>Measure of Target Population Reach:</u> <ul style="list-style-type: none"> ▪ Proportion of art in the PWNHC collection that is on public display each year. Target: 3% of collection (38 different pieces each year from a current collection of 1280 pieces)	<p>Lifelong Learning: The general public has access to opportunities to learn in, through and about the arts through viewing art on exhibit.</p> <p>Culture Continuity: Individuals, families and communities will have opportunities learn about and develop an understanding of their own culture and the culture of others through viewing exhibits.</p>
Continue to provide public and school-based art education/awareness programs at the Prince of Wales Northern Heritage Centre.	On-going	<u>Measure of Target Population Reach:</u> <ul style="list-style-type: none"> ▪ Number of art education programs and number of participants. Target: One public program per year with 50 or more participants. One <i>edukit</i> per year for any grade level or grade span.	<p>Lifelong Learning: The general public and K-12 students have access to opportunities to learn in, through and about the arts through participation in education programs.</p>

Section I: EDUCATION, CULTURE AND EMPLOYMENT

VISION: *Established and emerging artists have access to programs that can assist them to develop their skills and support a career.*

Student Financial Assistance

ACTION	TIMING	PERFORMANCE MEASURES	OUTCOMES
Continue to provide financial assistance to eligible northern residents to attend post-secondary education programs in approved institutions through the Student Financial Assistance Program.	On-going	<u>Measure of Access to Education:</u> <ul style="list-style-type: none"> ▪ Number of SFA clients who pursue studies in the arts by area of study. Target: None, this is dependant on demand and program eligibility. 	Economic Self-reliance: Individuals have financial supports to pursue postsecondary education towards careers in the arts.
Continue to provide financial assistance to eligible northern residents to attend post-secondary education programs in approved institutions through the Canada Millennium Bursary Program.	On-going for the life of the federal program	<u>Measure of Access to Education:</u> <ul style="list-style-type: none"> ▪ Number of recipients of the Canada Millennium Bursary Program who are pursuing studies in the arts by area of study. Target: Not applicable, this is dependant on meeting criteria. 	Economic Self-reliance: Individuals have financial supports to pursue postsecondary education towards careers in the arts.

Training and Career Development

ACTION	TIMING	PERFORMANCE MEASURES	OUTCOMES
Continue to disseminate information about careers in the arts. ⁶	On-going	<u>Measure of Availability of Information:</u> <ul style="list-style-type: none"> ▪ Percentage of school counselor offices, college campuses and career centres that have, on display, copies of <i>Job Futures</i> and <i>Careers in the Arts Handbook</i>. Target: 100% in each fiscal year. 	Economic Self-reliance: Individuals have access to information to assist them in planning careers in the arts.

⁶ This is related to the action item "raise awareness of job opportunities and the required skills for those jobs" included in *Building on Our Success: Strategic Plan 2005-2015* for the Department of Education, Culture and Employment. (p. 74)

Section I: EDUCATION, CULTURE AND EMPLOYMENT

Aurora College

ACTION	TIMING	PERFORMANCE MEASURES	OUTCOMES
Offer courses in the arts at Aurora College	On-going	<p><u>Measure of Target Population Reach:</u></p> <ul style="list-style-type: none"> ▪ Regional distribution of students enrolled in Traditional Arts Program or arts-related Continuing Education Program. <p>Target: Over a 5 year period, an equitable proportion of students from each region.</p> <p><u>Measure of Quality:</u></p> <ul style="list-style-type: none"> ▪ Student satisfaction ratings. <p>Target: 90% of students are satisfied with quality of the program, instruction, and learning resources.</p>	<p>Economic Self-reliance: Individuals have access to education to assist them in pursuing careers in the arts.</p> <p>Lifelong Learning: Opportunities to learn in, through and about the arts are available in the NWT.</p> <p>Culture Continuity: Individuals, families and communities will have opportunities learn about and develop an understanding of their own culture and the culture of others through participation in art workshops.</p>
Assist Aurora College in developing a vision for its art education programs. ⁷	2007-08	<p><u>Measure of Goal Attainment:</u></p> <ul style="list-style-type: none"> ▪ Completion of a vision statement for arts education for Aurora College. <p>Target: Completion in 2007-8</p>	<p>Responsiveness to Labour Market Needs: Aurora College's art education program assists artists in supporting a career in the arts.</p>

⁷ This is related to the priority "Define College mandate and priorities" included in *Building on Our Success: Strategic Plan 2005-2015* for the Department of Education, Culture and Employment. (p. 45)

Section I: EDUCATION, CULTURE AND EMPLOYMENT

Culture and Heritage Community Programs Office

ACTION	TIMING	PERFORMANCE MEASURES	OUTCOMES
<p>Continue to encourage and assist artists in all regions to develop and submit applications for Arts Council funding. (Funding proposals are then reviewed and recommended for funding based on artistic merit).⁸</p>	<p>On-going</p>	<p><u>Measure of Accessibility:</u></p> <ul style="list-style-type: none"> ▪ Artists throughout the NWT have equitable access to consideration by the NWT Arts Council for funding. <p>Target: Applications received equitably represent regions.</p>	<p>Economic Self-Reliance: Artists have access to financial supports to develop their creative skills.</p> <p>Culture Continuity: Individuals will have opportunities develop an understanding of their own culture and express this in their work for others to view.</p>
<p>Continue to seek the input of the arts sector by including arts sector representatives on the NWT Arts Council for the purpose of recommending, to the Minister, recipients of NWT Arts Council awards.</p>	<p>On-going</p>	<p><u>Measure of Responsiveness:</u></p> <ul style="list-style-type: none"> ▪ An NWT Arts Council membership that is representative of the NWT arts community. <p>Target: Arts Council membership equally represents art stakeholders and all art disciplines and regions.</p>	<p>Effective Administration: Arts Council Contributions are awarded based on expert and peer review.</p>
<p>Continue to refer artists and arts organizations to Canada Council for the Arts.</p>	<p>On-going</p>	<p><u>Indirect Measure of Results:</u></p> <ul style="list-style-type: none"> ▪ Number of NWT recipients of Canada Council for the Arts grants Target: Increase or maintain 2005-6 level of 6 arts organizations and 7 artists. ▪ Value of Canada Council for the Arts grants to NWT artists and arts organizations Target: Increase or maintain 2005-6 level of \$184,540. 	<p>Economic Self-Reliance and Pursuit of Creativity: Artists and arts organizations are knowledgeable about the federal financial supports for which they are eligible.</p>

⁸ This is related to the action item "provide funding to artists at various stages of their career through the NWT Arts Council" included in *Building on Our Success: Strategic Plan 2005-2015* for the Department of Education, Culture and Employment. (p. 24)

Section I: EDUCATION, CULTURE AND EMPLOYMENT

ACTION	TIMING	PERFORMANCE MEASURES	OUTCOMES
<p>Assist artists in negotiating fair fees for service by:</p> <ol style="list-style-type: none"> 1. Disseminating current information on industry standards for artist fees such as: <ol style="list-style-type: none"> 1. artist professional and exhibition minimum fee schedules established by CARFAC (Canadian Artists Representation / Le Front des Artistes Canadiens); 2. SOCAN (Society of Composers, Authors and Music Publishers of Canada); and 3. current practice for fees in theatre. 2. Reviewing applications for NWT Arts Council and Support for Northern Performers to ensure that artist fees meet the minimum industry standards. 	<p>On-going</p>	<p><u>Measure of Compliance:</u></p> <ul style="list-style-type: none"> ▪ Organizations funded by the Department for projects that utilize artists and/or artist works will pay the artist according to industry standards. Target: 100% of funded organizations. 	<p>Economic Self-Reliance: NWT artists receive fair payment for services according to current industry standards.</p>

Section I: EDUCATION, CULTURE AND EMPLOYMENT

NWT Public Library Services

ACTION	TIMING	PERFORMANCE MEASURES	OUTCOMES
Continue to acquire art instructional materials for the NWT Public Library Collection.	On-going	<p><u>Measure of Availability:</u></p> <ul style="list-style-type: none"> ▪ In 2007-08, the number of new art instructional materials purchased for children. Target: Dependent on funding but at least twenty-five in 2007-08 and alternate years. ▪ In 2008-09, the number of new art instructional materials purchased for adults. Target: Dependent on funding but at least twenty-five in 2008-09 and alternate years. 	Lifelong Learning: Artists and the general public have access to instructional materials to improve their skills.
Rotate the collection of art instructional materials amongst community libraries.	On-going	<p><u>Measure of Accessibility:</u></p> <ul style="list-style-type: none"> ▪ Percentage of community libraries that receive arts instructional books on an annually rotating basis. Target: Each year from 2007-08 onward, all rotations of new materials to public libraries will contain at least one art instructional book. At least once a year, rotations will include an art instructional video or DVD. 	Lifelong Learning: Artists and the general public have access to instructional materials to improve their skills.
Consider the need for financial support of writers, writer associations and publishing as part of the NWT Literacy Strategy Renewal.	2007-08	<p><u>Measure of Responsiveness:</u></p> <ul style="list-style-type: none"> ▪ Writers and writer associations are consulted as part of the NWT Literacy Strategy Renewal. Target: Completion of NWT Literacy Strategy Renewal in 2007-8. 	Economic Self-Reliance and Pursuit of Creativity: The economic needs of NWT writers are considered.

Section I: EDUCATION, CULTURE AND EMPLOYMENT

Prince of Wales Northern Heritage Centre

ACTION	TIMING	PERFORMANCE MEASURES	OUTCOMES
Continue to host community art exhibits at the Prince of Wales Northern Heritage Centre. ⁹	Upon Request	<u>Measure of Target Population Reach:</u> <ul style="list-style-type: none"> ▪ Number of NWT artists by region exhibited at the PWNHC. Target: Equitable representation by each region. ▪ Number of non-NWT artists exhibited at the PWNHC. Target: One every second year. 	Lifelong Learning: The general public has access to opportunities to learn in, through and about the arts through viewing art on exhibit.
Continue to acquire art by established northern artists for the GNWT collection at the Prince of Wales Northern Heritage Centre. ¹⁰	On-going	<u>Measure of effectiveness in representing NWT art and artists in the GNWT collection:</u> <ul style="list-style-type: none"> ▪ Number of art works acquired that fit into the overall acquisition plan to portray the culture and heritage of the NWT. Target: Dependent on funding. 	Economic Self-Reliance: Established NWT artists are represented in the GNWT public art collection.

⁹ This is related to the action item "provide opportunities for artists to display their work to the public" included in *Building on Our Success: Strategic Plan 2005-2015* for the Department of Education, Culture and Employment. (p. 24)

¹⁰ This is related to the action item "Develop a strategy to systematically collect museum and archival materials for public collections" included in *Building on Our Success: Strategic Plan 2005-2015* for the Department of Education, Culture and Employment. (p. 23)

Section I: EDUCATION, CULTURE AND EMPLOYMENT

VISION: *School programs offer students opportunities to learn about and appreciate the arts, to develop their interests and to discover their talents.*

NWT School System

ACTION	TIMING	PERFORMANCE MEASURES	OUTCOMES
Continue to require NWT schools to provide 6% (60 hours per year) of instructional time in arts learning from K-9 based on Saskatchewan Arts Curriculum.	On-going	<u>Measure of accessibility to arts learning:</u> <ul style="list-style-type: none"> ▪ Percentage of K-9 student population enrolled in schools that provide minimum of 60 hours of arts instruction per year. Target: 100%.	Lifelong Learning: Students have equal opportunity to learn in, through and about the arts. Cognitive Benefits: Students will enhance their academic and workplace performance and their creative and critical thinking skills through the arts.
Continue to require for high school graduation that secondary school students complete five credits in Fine Arts based on the Alberta Arts Curriculum.	On-going	<u>Measure of Target Population Reach:</u> <ul style="list-style-type: none"> ▪ Percentage of secondary school student population enrolled in classes in Art, Music, and Drama. Target: 100%.	Lifelong Learning: Students have equal opportunity to learn in, through and about the arts. Cognitive Benefits: Students will enhance their academic and workplace performance and their creative and critical thinking skills through the arts.
Participate with Manitoba to develop a fine arts curriculum relevant to Aboriginal people. Following this, support the development of teaching and learning resources and provide in-service training to art teachers on the new curriculum.	2007-10	<u>Measure of Goal Attainment:</u> <ul style="list-style-type: none"> ▪ Completion of arts curriculum Target: By 2010.	Lifelong Learning: Students have equal opportunity to learn in, through and about the arts. Cognitive Benefits: Students will enhance their academic and workplace performance and their creative and critical thinking skills through the arts.
Make available training materials on effective arts instruction for artists in the classroom.	2007-08	<u>Measure of Quality of Arts Instruction:</u> <ul style="list-style-type: none"> ▪ Research model programs and materials. Target: By 2007-08	Quality arts instruction by visual artists.

Section I: EDUCATION, CULTURE AND EMPLOYMENT

Aurora College

ACTION	TIMING	PERFORMANCE MEASURES	OUTCOMES
Continue to offer courses in <i>Arts Education in Elementary School</i> and <i>Native Literature</i> as part of the Teacher Education Program and the Aboriginal Language and Culture Instructor Program delivered through Aurora College. ¹¹	On-going	<u>Measure of Quality of Human Resources:</u> <ul style="list-style-type: none"> ▪ Percentage of K-9 teachers in the NWT School System who have completed a course in arts education at Aurora College or elsewhere. Target: At least one teacher in each education authority in 2007-08.	Quality arts instruction by generalist teachers.

¹¹ This is related to the action item "to ensure that the content of TEP is closely linked to the needs of employers" included in *Building on Our Success: Strategic Plan 2005-2015* for the Department of Education, Culture and Employment. (p. 70)

Section II: INDUSTRY, TOURISM AND INVESTMENT

VISION: *Established artists have access to business information and resources to learn about the business side of the arts.*

SUPPORT AND SERVICES

Goal Existing and emerging Artists in the NWT have access to programs and funding that support the development of their skills and the production and sales of their work.

Objective Provide information about programs and services available to Artists at a single source:

Action	Outcomes	Performance Measures	Timing
Compile, keep current and make available in paper copy (via mail, posters, bingo halls, community announcement, etc) and through the internet, information on territorial, national and international support available to Artists	Coordinated support for communication mechanisms for the Arts community (eg. awareness programs and information databases: exposure and access)	➤ Increased levels of participation and use of existing programs and services	On-going

Objective Sustained service for established Artists and for cultural industries:

Action	Outcomes	Performance Measures	Timing
Provide enhanced support for emerging and existing cultural industries (i.e. film and video, publishing, sound recording, art and fine crafts)	Resources are dedicated for essential equipment and production components of cultural industries (eg. towards publication of works by NWT authors)	➤ Levels of resources provided, by cultural industry	2007-08 and on-going
Develop an e-commerce community networking database system	The Arts sector has access to a central, multi-media information resource	➤ Use of online discussion forums and guest books will provide value insight in to the usage and effectiveness of systems	2008-10
Keep communities current on issues and happenings in the Arts industry	Will help create awareness of programs and services available	➤ Newsletters or other information distributed. ➤ Current trends and opportunities with the progress of the Arts industry will be evident	2007-08 to 2010

Section II: INDUSTRY, TOURISM AND INVESTMENT

Objective Enable all NWT Artists with access to equipment and materials needed to produce their works:

Action	Outcomes	Performance Measures	Timing
Develop and research ways of ensuring quality supply of raw materials	Consistent availability of affordable, quality raw materials and equipment for all NWT Artists	➤ Local sources of new and experimental materials are developed	2008-10 and on-going
Promote and encourage the sustainable use of natural and available resources (e.g. recycled materials)	Work towards integrating traditional knowledge in existing programs and services.	➤ Raw materials and supplies are used regularly by Artists where applicable	2008-10 and on-going
Expand criteria for the funding of equipment for artists and Arts organizations (e.g. Rent and purchases such as special arts materials – recycled materials)	Expanding the criteria for funding will further support and assist a broader range of NWT artists.	➤ Percent change in the number of new artists accessing funding based on expanded criteria	2007-08 and on-going

Section II: INDUSTRY, TOURISM AND INVESTMENT

VISION: *The work of artists is promoted and marketed nationally and internationally.*

MARKETING AND PROMOTION

Goal There is global awareness of the NWT Arts and recognition of the importance and value of the work of NWT Artists, which enables them to earn a living through production and sales of their work, without compromising the cultural integrity of the Arts community.

Objective Develop and deliver programs that support Artists to produce art and fine crafts:

Action	Outcomes	Performance Measures	Timing
Research ways of providing and assisting with the availability of raw materials and supplies for Artists.	Consistent availability of affordable, quality raw materials and equipment for all NWT Artists	➤ Local sources of new and experimental materials are developed	2008-10 and on-going
Develop a directory of suppliers or raw materials, funding agencies and other industry-related material.	Improved coordination and information sharing between GNWT Departments and federal government agencies (eg. how to access funding programs)	➤ Directory produced and widely distributed.	2007-08
Publish "How To" guides to train Artists at all levels on methods for producing and marketing their art.	Coordinated support for communication mechanisms for the Arts community	➤ Artists are more informed and production and development is enhanced	2008-10 and on-going
Workshops and Conferences to give opportunities for artists to meet and consult	Coordinated support for communication mechanisms for the Arts community	➤ Number of workshops and conferences supported ➤ Number of attendees	2008-10 and on-going

Section II: INDUSTRY, TOURISM AND INVESTMENT

Objective Develop and implement marketing strategies to bring attention to NWT Artists, Artists and the cultural industries:

Action	Outcomes	Performance Measures	Timing
Develop a national and international marketing Strategy which addresses the needs of NWT cultural industries	Will facilitate promotion of NWT art at appropriate international venues and work towards development of new market areas	➤ New market opportunities developed, and increase in retail sales, product awareness, and products developed	2008-10 and on-going
Develop a unique merchandising identification system that authenticates "Made in the NWT" products	Visual recognition of NWT art and fine crafts on National and International markets	➤ A logo and related materials a means of authenticating northern produced art.	2007-08
Develop and maintain a directory of Artists, Artists and cultural industries active in the NWT	Improved coordination and information sharing between GNWT Departments and Federal Government agencies (eg. how to access funding programs)	➤ Directory produced and widely distributed.	2007-08
Develop and maintain an interactive Internet e-commerce system for art and fine craft producers	Will assist in providing information about the Artists of the NWT and aid in the promotion of the Arts industry in the north.	<ul style="list-style-type: none"> ➤ Operating website ➤ Website accessed by northern Artists ➤ Sales resulting from this marketing tool 	2007-08 to 2010
Participate in national and international events where NWT art and artists can be profiled.	Markets are developed, linked to NWT Arts production	<ul style="list-style-type: none"> ➤ Venues attended and resulting sales from each ➤ General retail sale statistics will improve 	2008-10 and on-going
Encourage circumpolar networking opportunities and regular meetings with other jurisdictions	Builds larger global connections for the Arts community	<ul style="list-style-type: none"> ➤ Meetings attended ➤ Specific outcomes linked to meetings ➤ Long term recognition and sustainable partnerships will be developed 	2008-10
Research and develop innovation technology	All Artists benefit from advanced technology without compromising cultural integrity	➤ Improved skills and enhanced development will be evident as Artists reveal the benefits of new technology advancements in the work.	On-going