



Government of  
Northwest Territories

# NWT Arts Strategy 2021-2031

AUGUST 2021





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# Ministers' Message

**The creative sector** of the Northwest Territories (NWT) provides an essential piece of our identity, culture, and heritage. It encompasses many disciplines, including traditional and contemporary arts and fine crafts, performance, literary, film and media arts. Each artistic expression tells a story and contributes to the rich cultural fabric of our territory.

Our collective experience navigating a global pandemic has brought to light the necessity of the arts in our lives, from the books we read to the films we watch, the music we listen to, and the crafts we make. Art inspires and excites us, makes us reflect on our place in the world, and ultimately brings us closer together, even when we're apart.

Arts also provide important economic opportunities for so many across our territory. The 2021-2031 NWT Arts Strategy helps us take the right steps to promote the arts and invest in a sector that supports the great potential of northern artists.

The Departments of Education, Culture and Employment (ECE) and Industry, Tourism and Investment (ITI) work closely

to support and promote NWT artists and the arts. Through the NWT Arts Council and NWT Arts Programs, artists benefit from funding, access to affordable raw materials, and marketing that helps ensure customers understand the value of authentic artwork coming out of the NWT.

We are grateful for the many artists and organizations that contributed to the new Strategy. Their perspectives and input helped to shape the Strategy's main themes of strengthening education, engagement, leadership, linking people and spaces, collaborating to promote sustainability, and improving opportunities. The Strategy has the scope and innovation to support the continued growth and prosperity of the creative economy, reaching audiences near and far with the beauty of NWT art.

Artistic expression is a distinct part of our northern society. It reflects the environment we live in, strengthens identity and culture, and supports sustainable and healthy lifestyles. As we continue to explore the possibilities of a richly diversified economy, NWT art and artists help define who we are on a national and international scale.



*Hon. R.J. Simpson*  
Minister of Education,  
Culture and Employment



*Hon. Caroline Wawzonek*  
Minister of Industry,  
Tourism and Investment

# Goal and Action Summary

## 1 IMPROVE GNWT ARTS PROGRAMS AND SERVICES

- 1.1 Increase internal GNWT awareness of the Arts Strategy. Improve alignment of GNWT programs and services with Arts Strategy Goals.
- 1.2 Create the foundation for an increased accountability of public funding to the creative sector.

## 2 STRENGTHEN EDUCATION, ENGAGEMENT AND LEADERSHIP IN THE ARTS

- 2.1 Increase opportunities for local artists to share their art skills and knowledge with school aged children.
- 2.2 Ensure artists have access to professional development opportunities in core aspects of their profession.
- 2.3 Increase public awareness of and engagement with the arts.
- 2.4 Encourage private and public investment in the arts.

## 3 SUPPORT ARTS INFRASTRUCTURE

- 3.1 Increase community spaces to create, promote, sell and enjoy art.
- 3.2 Increase access to and availability of materials, technology and equipment across the territory.

## 4 STRENGTHEN THE NWT CREATIVE SECTOR

- 4.1 Ensure arts stakeholders and community leaders are connected and working together.
- 4.2 Explore the creation of an NWT Arts Association.
- 4.3 Promote the creative sector in the territory and beyond to increase economic development opportunities for all NWT artists.
- 4.4 Increase access to arts funding.
- 4.5 Create marketing resources for artists, retailers and organizers.



# Introduction

**The Northwest Territories (NWT)** is home to a diversity of peoples, cultures and languages spread over a large and varied landscape. The NWT's diversity is reflected through the creative artistic expressions of its people, who use everything from traditional Indigenous craft, to photography and film, to painting, sculpture, writing, music and fashion to express themselves. In this way, it is fair to say that the arts are an essential part of NWT identity. The arts enrich the lives of all residents and enhance community health and well-being, as well as play a role in the territorial economy.

The Government of the Northwest Territories (GNWT) plays a role in supporting artistic activities of the people of the NWT through various funding programs and policies. The NWT Arts Strategy 2021-2031 (the 'Strategy') outlines the GNWT's strategic priorities and objectives for supporting the creative sector over the next decade. However, the success of the creative sector relies on many different players - governments (including federal, territorial, municipal and Indigenous governments), non-governmental organizations, commercial ventures, individual creators, and various supporters and customers.

The creative sector plays a central role in preserving NWT's cultures and languages, diversifying local economies and raising the profile of the territory nationally and internationally while enriching the lives of all residents and enhancing community health and well-being. The overall goal of this Strategy is to continue to support the creative community and further develop the diversity of the NWT creative sector in efforts to reach its full cultural, social and economic potential.

The COVID-19 pandemic has presented the arts sector with unique challenges, particularly for the performing arts and for the sales of items that rely on tourism, which have had devastating effects. The Strategy lays out a plan that the GNWT hopes will support the sector to remain economically viable and to support NWT residents to continue to create, while acknowledging the difficulties governments and citizens are facing and will continue to face in these uncertain times.



## BACKGROUND AND METHODS

The original NWT Arts Strategy was released in 2004. The action plan for this strategy was updated through consultation and released as the NWT Arts Strategy Action Plan Two in August 2007. These documents directed the Departments of Education, Culture and Employment (ECE) and of Industry, Tourism and Investment (ITI) programming over the past 15 years. ECE and ITI continue to have a shared interest in supporting the arts sector through separate mandates to deliver a variety of programs and services.

In 2018, during the third session of the 18th Legislative Assembly, several Members requested that the GNWT examine options to provide further support to artists and arts initiatives in the NWT, through an updated NWT Arts Strategy.

### **The Strategy's work was divided into three phases:**

**Phase I:** Strategy Research and Drafting (2018-2019)

**Phase II:** Development of Strategy (2019-2020)

**Phase III:** Implementation of Strategy (2021+)

Phase I was built upon a series of public engagement activities in 2018, comprising of engagement with over 400 members of the NWT creative community via a limited focus group, an online survey, interviews with artists and creative administrators. The GNWT also consulted NWT Arts Council members, who act as external advisors on arts funding matters, as well as the Regional Arts Working Group members, who are GNWT staff.

In 2019, the Phase II public engagement process sought to gather feedback on community identified arts priorities in the NWT. ECE and ITI engaged with NWT residents in seven communities:

Inuvik, Norman Wells, Fort Simpson, Hay River, Fort Smith, Behchokò, and Yellowknife. Approximately 150 people were consulted using online surveys, in-person discussions, and break out groups.

The results and methodologies of Phase I and II were detailed in *What We Heard: Summary of Public Engagement NWT Arts Strategy 2020-2030*.<sup>1</sup> The main themes of all engagement activities were:

Strengthened education programs, continued public engagement and leadership development are top priorities;

People can be linked with cultural spaces in NWT communities when the growth of infrastructure for the arts sector is supported;

It is essential to promote the contribution of Indigenous arts to the NWT creative economy, as well as the linkages between the arts sector and tourism; and

More collaboration is needed between all stakeholders (governments, artists, educators and arts and cultural organizations) in communities throughout the NWT.

These themes are reflected in the final goals and actions of the Strategy.

The GNWT's 2015 Culture and Heritage Strategic Framework articulated culture and heritage as pillars of the GNWT's work, on equal footing with sectors like the economy and the environment.

**The creation of the Arts Strategy fulfills the GNWT's commitment outlined in Action Item 2.5a of the Culture and Heritage Strategic Framework "The GNWT will create a new NWT Arts Strategy that articulates the GNWT's values and priorities for the arts (ECE, ITI)."**

1. The Strategy was changed to begin in 2021 after the release of the 'What we Heard Report'.

## BUDGET AND FUNDING

As noted, ECE and ITI each have different funding programs to support the arts. The current profiles of these programs are listed in the Appendix.

This Strategy does not include any budget information as one of the first steps will be a full review of these funding programs. The review will be done with existing funding and will assist both departments to prioritize areas of most need for resource requirements. A logic model and evaluation measures will also assist with identifying areas where both departments should focus attention on growth or restructuring.

As this Strategy covers a ten-year period, work in the first two years will include the creation of a schedule of actions and assessment of resource needs in alignment with the schedule.

## GUIDING PRINCIPLES

The following principles represent the GNWT's core beliefs with respect to the arts and creative economy and have helped direct the development of the Strategy:

### Accessibility and Inclusion

Programming and support for the arts and creative sector should be available and accessible to people of all ages, abilities and identities in all NWT communities. Inclusion means valuing and recognizing difference, while supporting the arts in diverse communities, including unique identity factors.<sup>2</sup>

### Public Value and Transparency

Government investment in the arts and creative sector should be allocated in a fair, transparent and accountable manner, based on standards of merit and by positive contributions to the lives of individuals and communities in the NWT.

### Collaboration and Sharing

Support for the arts and creative sector emphasizes the values of cooperation, sharing and partnerships between government departments and agencies, artists and organizations, non-profit groups, the private sector, and all communities and individuals.

### Diversity

The GNWT respects and celebrates the Territory's rich diversity of backgrounds among its residents. This Strategy aligns its values on diversity with the GNWT Culture and Heritage Strategic Framework. Respect for diversity builds strong and capable people who are able to live and work in harmony, using their cultural viewpoints to solve challenging problems.

### A Holistic Approach

The arts and creative sector has direct and indirect impacts in economic development, tourism, education, quality of life and the over-all health and well-being of communities. The GNWT will support and foster the growth and development of the NWT arts economy through a holistic approach that comes from a community-inspired way of life.

2. This includes Differently-abled, Francophone and LGBTQ2 sexual orientation, gender identity, and gender expression.

## NWT CREATIVE SECTOR COMPONENTS

Considering current best practices and the NWT context, the Strategy recognizes the unique role and needs of three key elements of the NWT creative sector:

### **Innovation**

The GNWT is committed to growing the ‘knowledge economy’. Knowledge fuels innovation and economic progress in today’s world and has a growing impact on society, including the creative economy. Merging traditional arts and crafts with technology has the potential to open up new opportunities in the arts sector.

### **Sustainability**

Arts and culture are pillars of sustainable development. With consistent and reliable support, the arts and creative economy can drive the social, economic, and environmental aspects of sustainable development.

### **Leadership and Excellence**

By celebrating and recognizing excellence, in creative leadership, the arts and creative sector helps to elevate new ideas and perceptions. The promotion of excellence can extend NWT cultural identity beyond its boundaries and can cultivate important role models for all its residents.

### **Community Arts**

Creativity begins in communities. The GNWT supports community arts and everyday participation by individuals and organizations who undertake activities in local culture, economic development, education, recreation, health and well-being. Within communities and families, traditions in music, dance, visual arts and crafts are passed through generations and are acknowledged as an essential part of local heritage. Community arts have a broad spectrum of participation and contribute greatly to improving the quality of life for NWT residents.

### **Professional Arts**

Professional artists play an important role in serving the needs of audiences across the NWT and in mentoring, training and supporting the next generation of talent. Professional arts organizations and individual artists with specialized training, who are recognized as professionals by their peers, who devote time to their craft and have a history of public presentation or publication are supported by a suite of GNWT funding programs.

### **Creative Economy**

The GNWT supports creative entrepreneurs and businesses that engage in selling art, cultural goods and services (including media, video games, music, books, fashion and design and advertising). These businesses may include job creation, training and employment and require business and economic development programs similar to other commercial ventures in the NWT. Such stakeholders may also support other economic sectors, including tourism, small business and education.

Artists and cultural professionals frequently move between various creative enterprises and sectors. These can include community and professional arts, and the commercial and not-for-profit sectors. They also are usually involved in many other sectors including education, the traditional economy, and tourism. Each of these presents creative and economic development opportunities. The Strategy aims to build capacity across these roles and sectors and support the system from which creative activity emerges.

Within community arts, professional arts and the creative economy are individuals and organizations practicing in the following broad disciplines:

- **Performing arts** (e.g. theatre, music, sound recording, dance, storytelling);
- **Visual arts and crafts** (e.g. carving, painting, tufting, print-making, drawing, sculpture, photography);
- **Film and media arts** (e.g. film and television, radio/podcasting, video games, virtual reality);
- **Literary arts** (e.g. writing, publishing, storytelling);
- **Design** (e.g. jewelry, fashion, interior décor); and
- **Multidisciplinary arts.**

## STAKEHOLDERS

In the Strategy, the GNWT acknowledges the following stakeholders:

- Emerging and established artists working in professional arts, community arts and/or the creative economy in any of the above disciplines, as well as emerging art forms;
- Not-for-profit and commercial arts organizations, including public cultural institutions (e.g. museums) and private facilities (e.g. theatres, galleries, studios);
- NWT Arts Council and national and international funding agencies;
- Industry and service associations;
- Volunteers assisting arts organizations and/or serving as board members;
- Arts support workers, technicians, administrators, fundraisers, and marketers; and,
- Organizations in the NWT that support the arts at some level (e.g. libraries, local government, economic development offices, band offices).

# NWT Arts Strategy 2021-2031

## Goals and Actions

The Strategy has been developed with input from public engagement respondents, including individual artists and cultural organizations. From input recorded during the public engagement process in 2018 and 2019, several themes emerged that anchor strategic priorities. Each theme has a broad end goal, whereas each strategic priority contains objectives with underlying actions that are intended to be specific and measurable.

The Strategy has four main goals, which were influenced by the public engagement process, research from other jurisdictions, as well as a critical assessment of the GNWT's current programs:

**1. Improve GNWT Arts Programs and Services**

**2. Strengthen Education, Engagement and Leadership in the Arts**

**3. Support Arts Infrastructure**

**4. Strengthen the NWT Creative Sector**

The following section explores each objective in more detail and identifies a suite of short-term actions and future commitments that the GNWT can undertake to support the NWT arts sector.



# Goal 1

## IMPROVE GNWT ARTS PROGRAMS AND SERVICES

To support the arts sector, the GNWT has numerous programs spread across two departments – ECE and ITI. Public feedback indicates that there are many opportunities to improve coordination between programs to make them more efficient and user-friendly. Increased and better-communicated information about the value of arts and the creative sector will benefit both the programs and the individuals and organizations that benefit from this funding.

### 1.1 Increase internal GNWT awareness of the Arts Strategy. Improve alignment of GNWT programs and services with Arts Strategy Goals.

1. Conduct a thorough review of all GNWT programs related to the arts and make recommendations for: clarifying mandates; improving public services; streamlining administration; improving accessibility; and centralizing arts-related communications. (ECE/ITI)
2. Communicate the results and importance of the NWT Arts Strategy to all GNWT departments and agencies. (ECE/ITI)
3. Identify GNWT policies that could be improved to better support NWT artists' ability to make income from their art. (ITI)

### 1.2 Create the foundation for an increased accountability of public funding to the creative sector.

1. Consider multi-year funding agreements for NWT arts and cultural organizations. (ECE)
2. Improve the ways the GNWT measures the social, cultural and economic impact of public funding to NWT artists and arts organizations. (ECE/ITI/Stats Bureau)

# Goal 2

## **STRENGTHEN EDUCATION, ENGAGEMENT AND LEADERSHIP IN THE ARTS**

Supporting a lifelong learning approach to the arts at all ages and levels is key to ensuring growth in the arts sector. Investing in the cultural sector workforce is also a high strategic priority. Consultation respondents identified the expansion of arts education as the overall priority.

### **2.1 Increase opportunities for local artists to share their art skills and knowledge with school aged children.**

1. Foster relationship between artists/arts organizations, and schools/education bodies. (ECE)
2. Provide assistance to Indigenous artists, Elders, and knowledge keepers to share traditional artistic skills and knowledge with youth. (ECE)

### **2.2 Ensure artists have access to professional development opportunities in core aspects of their profession.**

1. Provide arts-focused training opportunities in information technology. (ITI)
2. Broker opportunities for locally-delivered business administration training for the creative sector. (ITI)
3. Provide opportunities for NWT artists to teach workshops and/or mentor youth and early career artists. (ITI)
4. Develop linkages between the Arts Strategy and the Skills 4 Success Strategic Framework and Small Communities Employment Strategy. (ECE/ITI)
5. Raise the profile of labour market programs and services and encourage the professional development of those engaged in the creative industries in the NWT. (ECE/ITI)
6. Explore ways to support arts and culture organizations to build skills and capacity. (ECE/ITI)

### **2.3 Increase public awareness of and engagement with the arts.**

1. Run regional marketing campaigns to encourage public support and appreciation of local arts, and educate about NWT arts and creative sector work. (ITI)
2. Support creation of regional promotional materials to highlight public art in each NWT community (e.g. Art Walk brochures or online tools). (ECE/ITI)
3. Raise the profile of the employment opportunities in the creative industries in the NWT. (ECE/ITI)

### **2.4 Encourage private and public investment in the arts.**

1. Explore how the GNWT can display and promote art and artists in public buildings. (ITI/INF/MACA)
2. Encourage the display of NWT art in non-traditional spaces during renovation or building planning. (ITI/INF/ECE)
3. Develop an awareness campaign regarding the value of including arts and cultural activities and experiences into events and conferences hosted in the NWT. (ITI/ECE)

# Goal 3

## SUPPORT ARTS INFRASTRUCTURE

The GNWT recognizes that there is a need for affordable, multi-purpose spaces that can be shared across disciplines, and potentially repurposed from existing unused spaces.

The value of arts increases in the community when the public is able to access venues and programs that showcase the many forms of creative talent in the NWT.

### 3.1 Increase community spaces to create, promote, sell and enjoy art.

1. Support NWT communities to develop more multi-use spaces/studios for artists' use into new infrastructure projects. (MACA)
2. Encourage GNWT Infrastructure clients to consider incorporating design that would support the creation of arts design and creative spaces. (INF)
3. Raise awareness of federal programs that could be accessed to support the creation of cultural spaces. (MACA)
4. Research ways to create affordable spaces and digital platforms for artists and creative businesses to display/promote and/or sell NWT art. (ITI)

### 3.1 Increase access to and availability of materials, technology and equipment across the territory.

1. Create an inventory of current northern art suppliers, community tool and equipment-sharing programs and supports. (ITI)
2. Promote the ITI Hide and Fur Program as a source of materials for art and creative projects. (ITI)
3. Seek ways to reduce costs (such as shipping) for raw materials, equipment, and tools to NWT communities and artists. (ITI)
4. Increase access and availability of NWT fur and hide for NWT artists. (ITI/ENR)

# Goal 4

## STRENGTHEN THE NWT CREATIVE SECTOR

This goal focuses on stimulating the economic potential of the NWT creative sector and identifying new opportunities of revenue and investment for artists and creative entrepreneurs. Along with collaboration and partnerships, improving business programs and investment in artists and creative entrepreneurs is vital to generating economic and job growth, positioning them to grow toward economic sustainability with their art.

Connecting customers to NWT artists is a priority of the GNWT. Since 2010, substantial progress has been made through The NWT Arts Program to support the professional development of registered artists and organizations. This goal continues to develop the NWT Arts brand in the marketplace and strengthen the GNWT's commitment to enhancing the NWT creative sector.

### 4.1 Ensure arts stakeholders and community leaders are connected and working together.

1. Continue to engage in national networks (such as Canadian Public Arts Funders Network, the Federal/Provincial/Territorial Culture and Heritage Table, the Canadian Crafts Confederation) to share best practices, learn about new opportunities and technologies, in the desire to better support the NWT arts sector. (ECE/ITI)
2. Work with local Indigenous leaders and knowledge holders to develop and disseminate information about cultural appropriation, respecting cultural protocols, intellectual property rights, copyright, and the importance of respecting, preserving and celebrating traditional knowledge. (ECE/ITI/ENR/EIA)
3. Continue to build relationship and partnerships with NWT arts and culture organizations. (ECE/ITI)

### 4.2 Explore the creation of an NWT Arts Association.

1. Support the arts community to explore the feasibility or interest in creating an arm's-length entity that would support and strengthen the NWT creative sector. (ECE/ITI)

### 4.3 Promote the creative sector in the territory and beyond to increase economic development opportunities for all NWT artists.

1. Pursue national and international partnerships to find new opportunities and markets for NWT artists. (ITI)
2. Seek opportunities to incorporate NWT arts and cultural programming into national and international celebrations and events (olympics, expos, etc.). (ITI)
3. Look for new and enhanced opportunities to showcase and raise the profile of the NWT arts and creative sector (art displays, live demonstrations and/or performances, etc.). (ITI)
4. Promote the NWT Arts logo as a mark of authentic artwork in the marketplace and the website as a tool to find NWT art and artists. (ITI)
5. Promote the cultural significance of artwork made in the NWT and how authenticity increases monetary value. (ITI)
6. Create and use digital technologies and social media platforms to promote NWT art. (ITI)
7. Collect, evaluate and publish current data on the NWT arts sector to help identify areas of growth and opportunity. (ECE/ITI)

# Goal 4 CONTINUED

## STRENGTHEN THE NWT CREATIVE SECTOR

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### 4.4 Increase access to arts funding.

1. Gather and share information about national and international funding opportunities for NWT artists and creative projects. (ECE/ITI)
2. Seek ways to better support artists and organizations to improve grant writing. (ECE/ITI)

### 4.5 Improve marketing resources for artists, retailers and organizers.

1. Continue to promote the NWT Arts Program to artists, retailers and organizations to create and improve their marketing strategies. (ITI)
2. Develop resources for artists focusing to improve knowledge of how to sell their artwork in new and innovative ways (e-commerce and social media platforms, how to price artwork, media relations, etc.). (ITI)

# Next Steps

Key to the success of the Strategy will be Action 1, under Goal 1, 1.1 - a full program review of all programs that support the arts. The focus of this review will be to ensure that current programs are run as efficiently as possible and serve the people that they are intending to target. Also included in the review will be the evaluation and measurement of the success of these programs.

## Monitoring and Accountability Plan

The nature of the arts presents unique challenges for measuring their overall impact. There is a growing body of research being developed about how to track and measure various impacts. The GNWT commits to continuing to keep informed about current research about new ways to measure the impact of the arts and to find innovative ways to measure the success of its programs that support the sector.

The performance measurement plan that follows will capture feedback from arts community members to determine the impact of the strategy. The GNWT will collect information on the Arts Strategy every year, and publish a performance measurement report at five year intervals, in 2026 and 2031. While the performance measures and ways to collect those measures may change over time, the GNWT will remain committed to reflecting the experiences of the NWT art community in performance measurement.



## MEDIUM-TERM RESULTS (LESS THAN FIVE YEARS)

### Goal 1: Improve GNWT Arts Programs and Services

RESULTS	GNWT has increased accountability for what is achieved with public funding to the arts and creative sector.	GNWT programs and services are updated to align with the Arts Strategy.
MEASURES	Change in availability of creative sector data to decision makers and the public (including evaluations and performance measurement reports).	Change in arts related activities supported and art incorporated in GNWT programming and activities.

### Goal 2: Strengthen Education, Engagement, and Leadership in the Arts

RESULTS	Public and private support for the arts is increased.	Emerging artists are growing their potential.	Engagement and knowledge sharing within the arts community is increased.	Local artists, Indigenous artists, Elders and knowledge keepers further develop their skills and share their knowledge and art with the community.
MEASURES	Change in public and private investment opportunities in the arts, supported or facilitated by the GNWT.	Increase in access to professional development opportunities in core aspects of their profession.	Change in community engagement opportunities.	Increase in opportunities for professional growth and sharing art with the community.

## MEDIUM-TERM RESULTS (LESS THAN FIVE YEARS - CONTINUED)

### Goal 3: Support Arts Infrastructure

RESULTS	Access to local arts infrastructure is increased.	Costs for creating art for local artists is reduced.	New ways to create, present and support NWT art are increased.
MEASURES	Change in availability of space, materials, technology and equipment.	Change in the cost of creating art.	Change in use of community spaces to create, promote, sell and enjoy art.

### Goal 4: Strengthen NWT Creative Sector

RESULTS	Local, national and international profile of NWT art is increased.	Economic opportunities for the NWT arts sector are increased.	Cooperation between arts stakeholders and community leaders is increased.
MEASURES	Showcasing of NWT art at local, national and international settings.	Change in number and type of economic opportunities (such as grant programs, marketing) available to NWT arts sector.	Change in the relationship between arts stakeholders and community leaders (collaboration, networking, digital opportunities, efficiencies, synergies).

## LONG-TERM RESULTS (LESS THAN TEN YEARS)

### Goal 1: Improve GNWT Arts Programs and Services

RESULTS

GNWT arts programs and services are meeting client needs and are accessible.

MEASURES

Stakeholder feedback regarding needs met and accessibility and relevance of GNWT arts programs and services for reaching their own arts-related goals.

### Goal 2: Strengthen Education, Engagement, and Leadership in the Arts

RESULTS

Education, engagement and leadership in the arts is improved.

MEASURES

Stakeholder (artists, creative arts industry members, other) feedback and artist/event profiles related to their experience with education, engagement and leadership in the arts.

### Goal 3: Support Arts Infrastructure

RESULTS

The creative arts industry is more accessible.

MEASURES

Stakeholder (artists, creative arts industry members, other) feedback and artist/event profiles related to accessibility of the creative arts industry in the NWT.

Change in supports provided to support accessibility for creative arts industry.

### Goal 4: Strengthen NWT Creative Sector

RESULTS

NWT creative industry is strengthened/established.

MEASURES

Stakeholder (artists, creative arts industry members, other) feedback and artist/event profiles related to the current state of the NWT creative industry.

Change in number of artists registered in the NWT Arts database over time.

Change in number of persons in the NWT producing arts and crafts over time.

# Appendix

## *Current GNWT Arts Programs*



# Appendix

## Current GNWT Arts Programs

PROGRAM	DESCRIPTION	ADMINISTRATION	AV. RECIPIENTS/YR	YEARLY BUDGET
Support to Northern Performers Grants (ECE)	Grants support NWT performing artists, festival organizations and events, community governments and Indigenous governments for the promotion of performing arts in NWT communities and outside the NWT.	By application to ECE, March 31st for next fiscal year.	14	\$101,000
Arts Organizations Operating Contributions (ECE)	Provides operational funding through contribution agreements to established arts organizations and large cultural events and festivals in the Northwest Territories.	By application to ECE, March 31st for next fiscal year. Yearly report submitted to ECE December 15th following year to receive last 10% of funding.	15	\$460,000
NWT Arts Council (ECE)	The Arts Council provides recommendations to the Minister of Education, Culture and Employment on financial awards for creative artistic projects in the visual, literary, media and performing arts, and on issues and policies associated with the arts and artists.	Applications for six different art categories reviewed by board of public members representing all six regions of the NWT. Two yearly intakes (Oct 31st and Feb 28th).	90	\$700,000

## Appendix | Current GNWT Arts Programs

PROGRAM	DESCRIPTION	ADMINISTRATION	AV. RECIPIENTS/YR	YEARLY BUDGET
Community Programs (ECE)	Provides support for NWT cultural delegations of national and international sporting and other events.	Administered internally by ECE often directly to third party organization.	N/A	\$61,000
Regional Arts and Crafts Funding (ITI)	Regional Arts Working Group (RAWG) members work with their communities and arts organizations to fund arts related projects targeted to improving the skills or opportunities for local artists and crafters.	Administered through ITI Regional Offices. Each region has \$50,000.	N/A	\$250,000
Support to Entrepreneurs and Economic Development (SEED) (ITI)	Funding for licensed artists, crafters and filmmakers to receive funding for materials to make their work. Artists can apply for funding up to \$5,000 every 3 years. Artists are required to contribute equity to the funding (30% or 20% depending on their community of residence in the NWT).	Administered through ITI Regional Offices under the Micro-Business Program of SEED.	120	\$300,000 (in 2019/20, varies year to year)

## Appendix | Current GNWT Arts Programs

PROGRAM	DESCRIPTION	ADMINISTRATION	AV. RECIPIENTS/YR	YEARLY BUDGET
Support to Entrepreneurs and Economic Development (SEED) (ITI)	Funding for arts organizations to advance regional economic development initiatives by investing in planning, infrastructure, information campaigns, and events promoting economic opportunities. A maximum of \$25,000 is available each fiscal year to arts organizations. Organizations are required to contribute equity to the funding (30% or 20% depending on their community of residence in the NWT).	Administered through ITI Regional Offices under the Community Economic Development Program of SEED.	30	\$550,000 (in 2019/20, varies year to year)
Support to Entrepreneurs and Economic Development (SEED) (ITI)	Funding for arts organizations to advance territorial-wide economic development initiatives by investing in planning, infrastructure, information campaigns, and events promoting economic opportunities. A maximum of \$25,000 is available each fiscal year to arts organizations. Organizations are required to contribute equity to the funding (30% or 20% depending on their community of residence in the NWT).	Administered through HQ under the Community Economic Development Program of SEED.	5	\$125,000 (in 2019/20)

## Appendix | Current GNWT Arts Programs

PROGRAM	DESCRIPTION	ADMINISTRATION	AV. RECIPIENTS/YR	YEARLY BUDGET
Film Rebate Program (ITI)	Annual incentive program that provides 25-40% in cash rebates for travel, NWT labour, and expenditures to film productions filming on location in the NWT.	Administered from HQ by the Film Commission Office to territorial wide projects. Available to both NWT and non-NWT residents. Delivered through the NWT Film Commission.	N/A	\$100,000
Film Industry Funding Contributions (ITI)	Annual funding for film and television project development, production, and marketing and promotion activities.	Administered through SEED program and ITI Regional Offices as support to NWT resident filmmakers.	N/A	\$160,000
NWT Wide Arts Programming (ITI)	Annual funding for the NWT Arts Program projects to market and promote artists and art of the NWT.	Administered from HQ by the NWT Arts Program Office.	N/A	\$100,000
<b>TOTAL APPROXIMATE YEARLY BUDGET</b>				<b>\$2,907,000</b>

# NWT Arts Strategy 2021-2031

AUGUST 2021

For more information:

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