

**Newfoundland and Labrador
Arts Council**

**Activity Plan
2017-2020**



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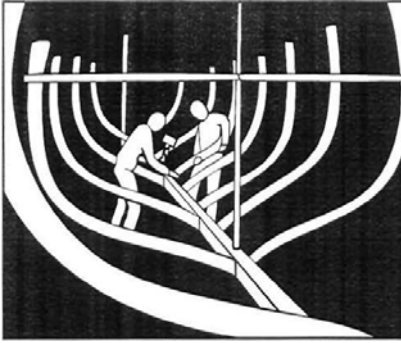
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Message from the Chair

In accordance with the *Transparency and Accountability Act* requirements for category 3 government entities, I am pleased to present the 2017-2020 activity plan for the Newfoundland and Labrador Arts Council (NLAC).

The NLAC was created in 1980 through the *Arts Council Act*. The Council's mandate 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 public awareness of the arts. This is achieved primarily through its ten granting programs for artists, arts groups and organizations and schools.

As the Chair of the NLAC, I accept accountability, on behalf of the Board, for the preparation of the plan and the achievement of its objective. The plan is developed by taking into consideration the strategic directions of government applicable to the Department of Tourism, Culture, Industry and Innovation.

Sincerely,

Stan Hill
Chair
Newfoundland and Labrador Arts Council

Overview

The Newfoundland and Labrador Arts Council is a non-profit Crown agency created in 1980 through the *Arts Council Act*. Its mission is to foster and promote the creation and enjoyment of the arts for the benefit of all Newfoundlanders and Labradorians. The Council is governed by a volunteer board of 13 appointed by the Provincial Government, reflecting regional representation of the province. This includes 10 professional artists who provide sectoral representation of the arts community; one community representative (with an interest in the arts); one business representative (with an interest in the arts); and one representative of BTCRD. Council members serve on a volunteer basis for a three-year term. There are five 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

Stan Hill	Conne River, Chair	Visual Arts
Pierre LeBlanc	Corner Brook, Co-Vice Chair	Visual Arts
Christina Parker	St. John's, Co-Vice Chair	Business
Barbara Doran	St. John's	Film
Todd Hennessey	Corner Brook	Theatre
Lisa McDonald	St. John's	Community
Richard Neville	Happy Valley-Goose Bay	Music
Helen Peters	St. John's	Writing
Gerry Osmond	Director of Arts and Heritage	TCII

Arts Council Staff

Reginald Winsor	Executive Director
Kenneth Murphy	Program Manager
Katrina Rice	Program Officer
Joshua Jamieson	Communications Officer
Amanda Hann	Office Assistant

Office Location:

Newman Building
1 Springdale Street
PO Box 98
St. John's, NL A1C 5H5
Telephone: (709) 726-2212
Toll free: 1-866-726-2212
Fax: (709) 726-0619
Website: www.nlac.nf.ca

Financial Information (2016-17)

In 2016-17, the Newfoundland and Labrador Arts Council's total budget is approximately \$2.4 million.

Mandate

The *Arts Council Act* states that the purpose of the NLAC 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 public awareness of the arts.

The objectives 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.

Lines of Business

The primary function of the NLAC is to develop and administer grant programs for professional artists and arts organizations, community groups and schools. Currently the NLAC achieves this through seven funding programs.

The NLAC initiates partnerships with the business community and other funding agencies.

The NLAC produces an annual arts awards show designed to honour the accomplishments of Newfoundland and Labrador artists.

The NLAC manages the BMO Winterset Award, the Lawrence Jackson Writing Award and the Rhonda Payne Theatre Award.

The NLAC provides information and resources to the arts community in the areas of technology and social media, government arts policy and funding programs. The Arts Council also acts as an advisory organization for the Provincial Government and in an advisory role in the promotion of cultural industries within the province. The Arts Council acts as a liaison with other provincial arts councils, the Canada Council and other arts funding bodies.

Values

While the NLAC 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: Each individual of the NLAC will continue to build partnerships and collaborative relationships with the public and private sector to better meet our mandate.

Accessibility: Each individual of the NLAC actively supports access to the arts for everyone.

Artistic Practice: Each individual of the NLAC supports freedom of expression, diversity and excellence in artistic practice.

Artists' Status: Each individual of the NLAC believes that artistic practice should be economically viable for the artist.

Flexibility and Responsiveness: Each individual of the NLAC encourages arts community input and will change and evolve to meet changing needs.

Transparency and Accountability: Each individual of the NLAC will develop policies and practices that meet high standards of transparency and accountability for the resources entrusted to our care.

Primary Clients

The NLAC works closely with numerous stakeholders.

- Professional Artists
- Professional Arts Organizations
- Professional Groups
- Amateur Artists
- Amateur Arts Organizations
- Community Arts Organizations
- Schools and School Boards
- Departments of the Federal, Provincial and Municipal governments
- Business Community

Vision

The vision of the NLAC 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.

Board's Objective

In consideration of the mandate and financial resources of the Board of Directors of the NLAC, the Board intends to report on the objective below, through its annual reports, for each fiscal year of this plan (2017-2018, 2018-2019 and 2019-2020).

Objective 1

By March 31, 2018, the NLAC will have invested in Newfoundland and Labrador's professional artists and arts organizations.

Indicators

1. Supported opportunities for professional artists and arts organizations to present their work locally, nationally and internationally.
2. Reviewed and revised current funding programs and processes to ensure fair and equitable access to NLAC funding programs and processes.
3. Ensured the distribution of NLAC's funding reflects the current and evolving state of Newfoundland and Labrador's professional arts sector.

To Obtain a Copy of This Plan:

Electronic

Website: <http://www.tcii.gov.nl.ca/publications/index.html>

Paper

Department of Tourism, Culture, Industry and Innovation
2nd Floor, West Block
Confederation Building
P.O. Box 8700
St. John's, NL A1B 4J6

Telephone: (709) 729-7000

Toll Free: 1-800-563-2299

Facsimile: (709) 729-0654

E-mail: tcii@gov.nl.ca

