



# People, Place and Possibility

Renewed Action Plan  
for Arts, Culture and  
Creative Industries in PEI

2023-2028





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Culture is our diverse collection of peoples, each with a unique history and proud cultural heritage.

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Culture is our built heritage and historical monuments, our natural environment, our community gathering spaces and pastimes, milestones.

*Culture is our vibrant arts and creative industries.*

Culture is innovation and entrepreneurship, from the genius of an artist presenting the world with a unique perspective, to the way a community works together in troubled times.

*Culture is active, it is something we all create.*





photo credit Mike Bernard Photography

# Guiding Principles

Decisions and actions are guided by one or more of the following:

## Sense of belonging

help people feel a sense of belonging around their individual and collective identities for the past, present and future

## Reputation-building

help build the reputation of our people and place through innovation, excellence and recognition of the amazing talent and quality of our people and products

## Social impact

provide benefits to society through pathways for learning, exploration and development, for broadening our understanding, for appreciating different perspectives, and for personal healing

## Economic impact

Economic impact: contribute to improving the lives of Islanders and the prosperity of PEI, through individual wealth, employment generation, and other opportunities across the Island

# Key Directions



*A healthy culture seeks to remove barriers to inclusion and supports equity through meaningful action.*

## Creating Access and Belonging

Priority: Embrace and celebrate our diversity and unique identities

## Achieving Excellence and Professionalism

Priority: Build opportunities for development in arts, culture and creative industries

## Stewarding Heritage and Traditions


Priority: Preserve, share, and celebrate our diverse heritage and traditions

## Investing in Our Future

Priority: Build wealth for individuals, the cultural sector and the PEI economy







*A healthy culture* is one that celebrates the vibrancy of unique identities to feel a sense of individual safety, freedom, connection, and inspiration – and allows for a sense of shared collective identity.

*A healthy culture* seeks to remove barriers to inclusion and supports equity through meaningful action.



## KEY DIRECTION

# Creating Access and Belonging

*Priority: Embrace and celebrate our diversity and unique identities*

## Specific actions of the 5-year Culture Action Plan

## Specific Actions

## Strategies

1. Support reconciliation between Indigenous and non-Indigenous people and communities.
  2. Ensure venues, galleries, art centres, and events are accessible and promote an inclusive culture.
  3. Ensure cultural organizations/communities are accessible and promote welcoming, inclusive environments for membership, staff and board-members.
  4. Design accessible and user-friendly government programs and grants that integrate cultural sensitivities.
  5. Work with educators to ensure curriculum continues to represent and bring to life the diversity of cultural communities and traditions within and across PEI through the K-12 educational system.
  6. Promote social cohesion through cultural initiatives to counteract fragmentation in civic life.
- Create a framework for assessing accessibility that takes into account: race, ethnicity, sexual and gender diversity, disability and economic status.
  - Require funding proposals for festivals and events to include a plan to ensure all people feel safe and welcome.
  - Work with cultural organizations and communities to assist in the development of organizational diversity, equity and inclusion plans that embrace unique perspectives and identities.
  - Encourage organizations and communities to engage in cultural and gender diversity training in support of cultivating an internal organizational culture of inclusion.
  - Provide tools, resources and one-on-one supports when needed for application processes for individuals who may have barriers to submitting applications through regular submission requirements.
  - Support projects, initiatives and programs that celebrate unique cultural identities.
  - Support projects that help strengthen social cohesion – building and strengthening a sense of community and shared values.



## KEY DIRECTION

# Achieving Excellence and Professionalism

*Priority: Build opportunities for development in arts, culture and creative industries*

## Specific actions of the 5-year Culture Action Plan

## Specific Actions

## Strategies

1. Continue to support and invest in training, education, and skill development programs that have defined outcomes and evaluation.
  2. Expand experiential learning opportunities to provide exposure to new entrants on a career within the culture sector.
  3. Promote advanced learning and mentoring opportunities involving professionals in the arts from around the world to support individuals with their career development and their artistic practice.
  4. Expand opportunities for business skills development to artists in all disciplines (e.g., marketing, promotions, social media, pricing, communications, recordkeeping, grant writing, selling techniques).
  5. Support the strengthening of non-profit organizations in executing their priorities, including in the areas of marketing and communications, business practices, strategic planning and board governance development.
  6. Champion challenging, and dynamic experiences for youth to experiment and develop their creative expressions through formal classroom settings (K-12 curriculum) and extra-curricular
- Incorporate defined measurable outcomes and program evaluation as part of funding requirements.
  - Support organizations with education and building capacity in program evaluation.
  - Establish a professional development fund to support individuals with specific career/technical training goals.
  - Formalize an organizational strategic planning and board education fund.
  - Help artists and creative industry workers access new opportunities to develop capacity, such as cultural exchanges, familiarization (FAM) tours, and best practices missions.
  - Partner with Creative PEI to establish a portal with a variety of learning/discoverability opportunities for various disciplines.
  - Build stronger partnerships with Holland College, University of Prince Edward Island, and the Collège de l'Île to access learning and engagement opportunities related to culture and in the creative industries.
  - Work with industry associations to provide access to business skill training, resources, and expertise.
  - Develop goals and priorities for training/employment initiatives that support professionalization of creative industry workers.
  - Establish an Arts Awards programs that celebrates excellence and artistic merit.
  - Help address gaps in talent including supports for career exploration.
  - Arts administration attraction and retention (funding support, career pathways/opportunity recognition)
  - Establish a cohort of mentors (and people who can provided training) in the arts including in arts administration



## KEY DIRECTION

# Stewarding Heritage and Traditions

*Priority: Preserve, share, and celebrate our diverse heritage and traditions*

## Specific actions of the 5-year Culture Action Plan

## Specific Actions

## Strategies

1. Preserve, conserve and protect the province's human and natural heritage, particularly the provincial collection of artifacts.
  2. Develop a museum ecosystem that can carry out exhibitions which share the province's heritage with Islanders and visitors.
  3. Provide engaging educational programming for Island students and visitors.
  4. Provide space for research and scholarship into both human and natural heritage on PEI. Support the recording and collection of history for cultural preservation by sharing stories and history using different platforms that support access, discoverability and longevity.
  5. Connect artists to use heritage as inspiration to create art making heritage relevant to residents and visitors in exciting, contemporary ways.
  6. Develop hands-on, engaging cultural experiences within heritage sites (e.g., cultural tourism)
  7. Digital platforms to engage the wider public in PEI's human and natural heritage.
- Support reconciliation through education, awareness and empowerment. Ensure a strong understanding of the meaning of reconciliation in the creative community.
  - Support projects that the Mi'kmaq community identify as being important to strengthen Mi'kmaq culture and/or opportunities to work in the heritage sector.
  - Invest in collections facilities that house artifacts and create engaging learning experiences (e.g., artist in residences, temporary exhibits, classroom learning).
  - Update and modernize the heritage places database.
  - Promote Mi'kmaq place names initiative.
  - Continue to support the recording and collection of history for cultural preservation through successive generations (e.g., Island Digital Voices).
  - Share stories and history using different platforms that support access, discoverability and longevity.
  - Continue to digitize the PEI Collection and create strategies to enhance access and increase the visibility and use of the collections.
  - Maximize the impact of community-based museums in promoting a more sustainable future through the sharing of relevant stories and experiences that enhance a sense of community and place.
  - Connect cultural creators to use heritage as inspiration to create art (e.g., artist residency programs, house concerts).
  - Liaise and build connections between diverse communities and heritage assets and enable the telling of stories through a community lens.



## KEY DIRECTION

# Investing in Our Future

*Priority: Build wealth for individuals, the cultural sector and the PEI economy*

## Specific actions of the 5-year Culture Action Plan

# Specific Actions

## Strategies

1. Support initiatives that help with the building of a sustainable arts, culture and creative industries' sector.
  2. Invest in new creation through a strengthened Arts Grants, Art Bank, and Public Art program.
  3. Develop frameworks and models to support organizational/community strategic success.
  4. Maintain existing cultural spaces, buildings and facilities.
  5. Explore the potential for shared services models (e.g., HR, financial, social media, marketing).
  6. Provide support for organizations/communities to create a social enterprise(s) for self-sustaining models.
  7. Make investments in strategic infrastructure and human resources that support cultural growth.
  8. Integrate a climate change lens into all provincially supported cultural initiatives.
  9. Ensure linkages with the regional tourism associations (RTAs) and destination management organizations (DMOs) throughout the province.
- Support access to workshop space, gallery/exhibition space, rehearsal, small scale presentation space.
  - Offer multi-year funding to cultural organizations/groups so that they can plan in three-year cycles.
  - Support trade missions and other export-related activities.
  - Provide flexible and multi-use studio space with a strong rural presence in both eastern PEI and western PEI with potential to provide business and technical training and support.
  - Create enhanced film production infrastructure.
  - Create business incubator space and multi-disciplinary space to experiment, learn and generate revenue.
  - Develop arts and culture "districts" in Island communities with authentic and unique identities.
  - Create opportunities that explore future modes of creation and dissemination of art and our culture.
  - Create shared services models for cultural organizations





Culture is  
active, it is  
something  
we all create.



A group of diverse people are holding hands in a large circle, smiling and looking towards the center. They are in a rustic, wooden building with shelves of bottles in the background. The scene is dimly lit, creating a warm and intimate atmosphere. The text "We all shape our future culture." is overlaid in the center in a white, cursive font.

*We all  
shape our  
future  
culture.*





photo credit Patricia Bourque Photography



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