



Spring 2011

## *Improving the outcomes & incomes of cultural workers*

### ***Executive Director's greetings:***

Welcome to our spring newsletter! Congratulations to everyone in our sector who has contributed to the incredible artistic vibrancy on the Island during the past few months. The Island Media Arts Festival, the ECMAs and the ceaseless energy of this town is small's efforts are just a few of the highly visible events that have pushed culture and storytelling to the foreground of PEI's creative and economic landscape. Add the City of Charlottetown's Cultural Capital campaign and Culture Days planning to the mix, and Prince Edward Island is poised to enjoy a banner cultural year in 2011.

It's Culture PEI's mission to help improve the outcomes and incomes of the storytellers who are creating the culture Islanders and Island visitors experience and appreciate. We're illustrating what careers in culture look like for those aspiring to join the creative workforce. We're forging community partnerships to equip artists and artisans with tools to support career management and the establishment, operation and expansion of a cultural business. We plan to grow this year's cultural forum to allow participants to take away more practical, tangible strategies for succeeding as a cultural entrepreneur. We're sharing the story of the cultural sector's significant contribution – pegged at \$100 million annually – to PEI's economy with our friends in government and the business community. Culture PEI has just secured its core funding for the next year, so we're well positioned to plunge headlong into tackling the challenges and needs of our sector and our members.

Thanks for reading!

Henk van Leeuwen



### ***Annual General Meeting***

The Board of Directors and staff of Culture PEI invite Culture PEI's membership and the public to our organization's Annual General Meeting at 6:30 pm on Monday, June 20 at The Guild in Charlottetown. The AGM will include annual and financial reports, as well as the Board's nominating committee report.

***Stats and facts  
about the Island  
cultural  
sector***

Ever wish you had a quick reference sheet detailing some fast facts and statistics about the value of the creative economy to Prince Edward Island, and why investing in the arts is a sound investment? Check out our handy-dandy *Culture Stats & Facts* sheet at <http://culturepei.ca/resources.html>



## Our New Website

We have a new website to go with our new name! [www.culturepei.ca](http://www.culturepei.ca) is a one-stop online destination for people looking for information about our sector, careers in arts and cultural industries or about our research and events. We've changed the navigation of the site to allow for what hopefully will become an easier search of our resources. You can find our current and past publications under our *Resources & Research* section. We now have a news feed featuring the top news of the day from the cultural sector, a series of videos profiling Island artists at work and real-time feeds of our social media posts on our home page. We'll soon launch a *Members' Lounge* which will give you an opportunity to upload information about you and your work and to engage in a conversation about all things cultural. We know email boxes can be inundated with announcements, invitations or e-blasts, so we're diverting some of what we would have in the past communicated in an email straight to our web site for everyone to access whenever they like. Another feature allows you to submit information about your workshop, training, course or conference straight to our online calendar. Just go to *submit events* on our home page, send us your details, and we'll post them. You can also see what we're up to by liking our updates on Facebook or by following us on twitter @Culture PEI. Culture PEI's new website was created by Island design firm *Prevail Creative*.



## Careers in Culture videos

One of our ongoing responsibilities is to inform Island youth and aspiring storytellers, performers, artists and artisans about how and where to find careers in culture. So much of our sector is represented by people who are self-employed and who've created their own professional narrative. We felt it was important for Island artists to see themselves and their work in the career outreach we do, and equally important for young Islanders to see successful Islanders modeling the cultural career experience. So we found eight Islanders willing to express - entirely in their own words - the reality, reward and challenge of their educational, artistic and professional path. These excellent ambassadors of our sector are profiled in our video portraits on [www.culturepei.ca](http://www.culturepei.ca) and will have their stories seen and heard by hundreds of students in Island high schools.

Culture PEI sincerely thanks Boyde Beck, Joel Gallant, Patti Larsen, Patrick Ledwell, Cindy & Darryl Lentz, Paper Lion David MacDonald, Suzanne O'Callaghan and Harmony & Cheryl Wagner for being so gracious with their



time, candour and perspective. We're hoping to produce a couple more of these videos in the months ahead! Another update on the career resources front: our document *Careers in Culture*, handed out at career and school expos and nested on our website, requires significant revisions and updates. Produced in 2008, it lacks the most up-to-date information on post-secondary programs related to cultural careers and other current information. We'll produce a new career guide later in 2011, and let you know when it's available online.

# culture fête days de la culture



Culture PEI is thrilled to be part of the Culture Days campaign on PEI this year. Culture Days represents the largest public participation campaign undertaken by the arts and cultural community in Canada. The 2011 edition of Culture Days will feature events and activities throughout the weekend of September 30<sup>th</sup>-October 2<sup>nd</sup> in every Canadian province and territory. Thousands of communities are expected to take part. Culture Days is calling on artists, arts and culture organizations, community groups, municipalities, libraries, schools, and businesses to offer free, behind-the-scenes, hands-on and interactive experiences to the public. To participate and register a Culture Days activity, go to [www.culturedays.ca](http://www.culturedays.ca).



Darryl Lentz, Right Off the Batt Pottery, demonstrates his skills at the Culture Days 2011 kick-off at the Guild in Charlottetown.

Thanks to the sponsorship of the PEI Department of Tourism & Culture, the PEI Culture Days committee is fielding applications from Island Culture Days activity organizers seeking support for their event. This support program will provide a maximum of \$500 to individuals and organizations selected through an adjudication process to offset costs associated with initiating and hosting a Culture Days activity. Costs could include materials, supplies or the hiring of support staff or artists. Municipalities and businesses are encouraged to hire an artist, artisan or performer to contribute to a Culture Days atmosphere in their community or

storefront! The deadline for submitting an application is **June 30, 2011**. For full details on how to apply, go to [www.culturepei.ca](http://www.culturepei.ca) and find the application under our “news” section.

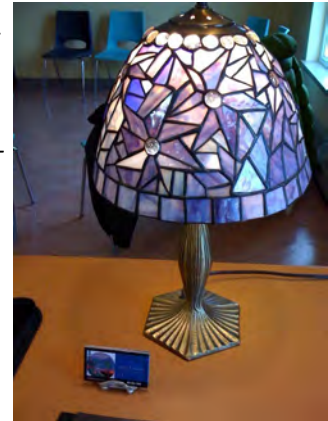
Jacques Gaudreau of Gaudreau Fine Woodworking in Rustico participated in Culture Days in 2010 and will do so again this year. The Gaudreaus held an open house at their studio so people could come and turn a lathe and experience the woodworking craft. Jacques says “it was informal and fun, created a rapport with our visitors and it turned some of them into repeat visitors.”

You can follow the Culture Days campaign at [www.culturedays.ca](http://www.culturedays.ca) or by liking Culture Days PEI on Facebook.



Minister Robert Vessey, PEI Department of Tourism and Culture, Henk van Leeuwen, Culture PEI, Darryl Lentz, Right off the Batt Pottery

A first class of aspiring cultural businesspeople graduated from the pilot *Passport to Cultural Entrepreneurship* program this spring. The 14 Island creative entrepreneurs are now equipped with more tools and resources needed to begin, manage and grow a business in the arts. The six-week *Passport* program was a collaboration involving Skills PEI, Culture PEI and UPEI's Profit Learn department. This *Passport* program, along with other *Passport* initiatives, addresses the employment needs of Islanders 55 and older. This is the first time Skills PEI embarked upon designing a culture-specific *Passport* curriculum. Culture PEI acknowledges and appreciates the efforts of the Skills PEI team for investing in the development of the creative sector, and in recognizing the potential and value of the arts' contribution to the Island economy. Mait MacIsaac is the founder and designer of Skills PEI's *Passport to Employment* program. He says this *Passport* pilot was about "growing the dream" of making it as an artist and "also being able to make money at it." *Passport* participants learned about market research, self-promotion, branding, building a business plan, maintaining a portfolio, bookkeeping and using online tools to cultivate an audience for their work. *Passport* graduates included photographers, painters, potters and a children's book illustrator. Commercial photographer Jack LeClair of Charlottetown was one of the students, and found the class "inspiring" and a great way to "boost my business skills." Culture PEI and Skills PEI plan to introduce another *Passport to Cultural Entrepreneurship* program in the fall.



The work of graduate  
Debbie Thompson

# Passport to Employment Graduates



Graduate Candy Gallant receives  
a hug from facilitator Bill Martin



## N3XT TV

Congrats to the adventurous, journalistic and creative crew at N3XT TV! This made-in-PEI online production features the exploits of young Islanders helping other young Islanders sift through the exciting, wonderful and - at times - intimidating puzzle of career paths! Check out what Kalyon, Dylonn, Ben, Sabrina and Celia are up to at <http://n3xt.ca/> Culture PEI supports the N3XT TV production through Innovation PEI's *Community Service Bursary* program. The program encourages Island youth to volunteer their time in serving Island communities, so eligible high schoolers working on the N3XT TV webisodes earn post-secondary bursary dollars by volunteering with a not-for-profit such as Culture PEI. We're pleased to support this excellent initiative!



## Tourism & Culture forum



In April, Henk attended a public forum hosted by The Tourism Sector Council. Tourism wanted to hear from cultural and tourism industry representatives about ways the two sectors could more effectively share information and combine forces to create programs and/or business opportunities for front line employers and employees. The conversation yielded some common challenges confronting both the tourism and culture sectors: a shared perception that our industries lack stature and profile relative to other sectors,

that both sectors require better access to resources and capital, and that both industries need tools supporting business growth. A full report from the forum remains forthcoming, but Culture PEI and the Tourism Sector Council agreed to communicate and share information more frequently and find ways to leverage support through a united voice.

## Training update

Remember that survey we distributed last November, in which we asked for your input on training needs? 83 people responded, and 91% said "yes" when asked if they were interested in training related to the business or career management side of working in culture. We've taken this data to Skills PEI, and in partnership with The PEI Crafts Council and Holland College, we're exploring ways of designing a course which would focus on business skills for artists and artisans. **More to come soon!**



## Cultured people happier, less stressed: Study

Association France-Presse, Monday, May 23, 2011

People who go to museums and concerts or create art or play an instrument are more satisfied with their lives, regardless of how educated or rich they are, according to a recent study. But the link between culture and feeling good about oneself is not quite the same in both sexes, according to the study, published in the British Medical Association's Journal of Epidemiology and Community Health. For men, passive activities such as taking in a concert or museum exhibition are associated with an upbeat mood and better health, it found.



For women, though, the link is active, in that they were less likely to feel anxious, depressed or feel unwell if they played music or created art.

Researchers led by Koenraad Cuypers of the Norwegian University of Science and Technology analysed information culled from 50,797 adults living in Norway's Nord-Trondelag County.

The participants were asked detailed questions about their leisure habits and how they perceived their own state of health, satisfaction with life and levels of depression and anxiety.

The results were unambiguous and somewhat unexpected: not only was the correlation strong between cultural activities and happiness, but men felt better when they were spectators while women clearly preferred doing rather than watching. Even more surprising was that wealth and education were not an issue. "After adjusting for relevant confounding factors" — including socio-economic status — "it seemed that cultural participation was independently associated with good health, a low depression score and satisfaction with life dependent on gender," the study said. "The results indicate that the use of cultural activities in health promotion and healthcare may be justified," it concluded. Questions remain, though, about cause and effect: are people healthier and happier because they are cultured — or do they seek out more culture because they feel good to begin with?

## Culture PEI & AIRS



Culture PEI is assisting UPEI's Department of Psychology with its research exploring the connection between singing and the PEI economy, and between singing and the health and well-being of Prince Edward Islanders. Advancing Interdisciplinary Research in Singing (AIRS) is a major research initiative which aims to understand individual, cultural and universal influences on singing, and has a goal of analyzing singing's economic impact on Prince Edward Island. We're excited to be supporting UPEI's research. The more evidence we have supporting the argument that culture is good for society and good for our economy strengthens our sector's case in securing resources and programs for Island artists and performers.

## ***Become a member of CulturePEI***

Learn more about our resources and our activities. To become a member, just go to <http://www.culturepei.ca/> and click on our “members” link. Input received from our members helps inform what projects, events and research we undertake.

We’re located at 119 Kent St., Suite 440, Charlottetown, PE. We welcome all feedback, queries and information.

Here’s how you can reach us:

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**Join the conversation on**

**Find us @CulturePEI**



## ***What we do***

CulturePEI is a leader and voice for the cultural industry. It exists to improve the outcomes and incomes of cultural workers. CulturePEI is a not-for-profit sector council, whose mandate is to strengthen the Island’s cultural sector by addressing its labour market and human resource needs and identifying solutions. We strive to support the needs of the following cultural disciplines: writing & publishing, visual arts, crafts, music, performing arts, digital & interactive media, media arts, museums, archives & heritage.

We are the voice for the Island’s cultural sector which engages and collaborates with governments, educational institutions and the private sector in growing the skills of cultural workers and growing the creative economy. We elevate the profile of culture and the creative economy by communicating with community, industry & business leaders and Island media.

We work to ensure appropriate developmental opportunities exist for aspiring and current cultural workers, and that this training matches what cultural employers and employees need. We pool all available information on cultural skills education, training & workshops at [www.culturepei.ca](http://www.culturepei.ca). We also provide online information about careers and employment opportunities within PEI’s cultural sector, about relevant training and post-secondary education in the Maritime provinces and about available grants. We host and coordinate public events to facilitate the distribution of knowledge, research and tools about and for the cultural sector. We research and illustrate labour market trends, challenges and opportunities as they pertain to the Island’s cultural workforce.

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