

# The Creative Isle



The Prince Edward Island Council of the Arts  
Conseil des Arts de Île-du-Prince-Édouard

## Strategic Plan

2007-2010

Cover Art:  
Dance 3  
27" x 36"  
Pulp painting by Shayli Vere

Pulp Painting is an ancient technique where pulps are hand dyed with pigments then poured onto screens. The painting is built up with many layers of the dyed pulps then marked and manipulated with various tools to enhance desired form and texture in the piece.

# Meet the Council

## Board of Directors:

Annette Campbell, Chair and Member-at-large

Dawn Binkley, Vice-Chair and Theatre Discipline Representative

Peter Wynne, Secretary/Treasurer and Music Discipline Representative

Michael Stanley - Crafts Discipline Representative

Peggy Reddin - Dance Discipline Representative

Michael LeClair - Film & Media Discipline Representative

Rilla Marshall - Visual Arts Discipline Representative

Greg Doran - Writing and Publishing

Jim Hornby - Member at Large

## Staff:

Darrin White, Executive Director

Barbara Wynne, Programs and Communications Officer

Jennifer Whitlock, Administrative Assitant

Prince Edward Island Council of the Arts

115 Richmond Street

Charlottetown, PE C1A 1H7

TOLL FREE: 1-888-PEI ARTISTS (1-888-734-2784)

902.368-4410 (tel) in Charlottetown and area

902.368-4418 (fax)

<http://www.peica.ca>

E-mail: [info@peica.ca](mailto:info@peica.ca)

# Message from the Chair

*“I am an Island  
that dreams and  
talks in its sleep-  
and is there any harm  
in that I ask-  
such stuff as dreams  
are made on?”*

*Elaine Harrison, from “I am an Island that Dreams”, 1974*

When I assumed the role of Chair of the Prince Edward Island Council of the Arts three years ago, I knew that the potential of the Island arts community was limited only by our dreams. The sheer quantity of talent that exists on Prince Edward Island provides inspiration to us all. That talent, nestled in the Island’s natural beauty, and nurtured by Island pride both at home and away, breeds a caliber of artistry and craftsmanship second to none. In my final year as Chair, I am proud to present the Council’s strategic plan for 2007-2010, a plan which recognizes the importance of the arts on Prince Edward Island and makes possible our dream of The Creative Isle.

When I say our dream, I mean that this strategic plan is more than the product of the hard work of the Board of Directors and the Council staff. This plan represents the collective voices of the arts community across Prince Edward Island. In a series of community consultations held in 2006, Island artists and arts supporters were asked to envision the future success of arts and culture on Prince Edward Island. Ours is a dream of an Island that resounds in creativity, and celebrates its identity through the arts. This strategic plan provides the direction, the goals, and the measures in the realization of this dream.

In the past three years, the Council has made great strides in improving accountability and transparency as the provincial public arts funding body. We have revised our governance, and strengthened organizational practices. All of these internal measures were necessary in order to move forward to meet our greatest challenge, making the arts integral to the lives of all Prince Edward Islanders.

Our strategic plan is centred on the five priorities that emerged from the community consultations. The first priority for The Creative Isle is to bring together a united, cohesive arts community with an engaged, supportive public. Our plan will concentrate on community connections, and the strengthening of the arts in communities across Prince Edward Island. The Island is home to a myriad of arts groups, social networks, and organizations, large and small. It is time to work harder to bring these groups together. We need to support and develop collaborative efforts so that collectively, we can increase opportunities for Islanders to experience the arts and engage in existing and new activities.

Our second priority addresses a vision of prosperity and vitality for the professional arts community. Our plan will focus on the professional development of artists and will nurture a supportive environment for cre-

activity, experimentation and innovation. In our dream, this type of environment recognizes the achievements of the arts, demonstrates the role that the arts and artists play in the rich tapestry of the Island, and provides opportunities for artists to build sustainable careers.

Our third priority looks to the future, and recognizes that the arts play a major role in the development of the next generation; those creative individuals who will one day be our leaders and innovators. Of course, ongoing involvement in the arts through education is a valuable experience for all, and the Council will not limit itself to working with youth; however, a lifelong awareness of the arts is best begun in childhood and there are many opportunities to work with educators, teachers, and parents to promote creative education. Our dream is that the arts on Prince Edward Island will provide important avenues to interpret the world we live in and vital methods for self-expression and lifelong engagement.

Arts organizations are the foundation of the Island's arts and culture community and in our dream, their role is recognized and supported. These organizations face numerous challenges and continuously meet those challenges with vigor and determination. Their successes are a tribute to their inexhaustible commitment. Arts organizations form the Council's fourth priority as we look to support them both directly with programs and services and indirectly through advocacy and networks.

Lastly, our dream is about partnerships. Our fifth priority seeks to facilitate the coordination of all arts and culture services offered in the province, both inside and outside of government. With resources in short supply, it is pertinent that a shared vision be developed and programs be coordinated to support the arts on Prince Edward Island in manner that befits the excellence in the sector.

This strategic plan represents the final step in a three-year reassessment of the Council, its role in the arts on Prince Edward Island, and a reengagement with the people of this province. We share a vision with Islanders of an Island that is a model of strong community connections through the arts; of viable, sustainable careers in the arts; of an environment that values and advances the role of the arts in education, and of an infrastructure that provides adequate funding and support.

We look forward to working with you to achieve our dream for The Creative Isle.

***Annette Campbell, Chairperson***

Mission:

***“To make the Arts  
integral to the lives of  
all Islanders”***

# About the Council

The Prince Edward Island Council of the Arts (PEICIA) has been providing vital support to the arts on Prince Edward Island since 1974. Dedicated to ensuring that all Prince Edward Islanders enjoy the benefits of a healthy arts community, the PEICA works to foster the development of the arts through advocacy, education, programs and services.

The PEICA is governed by a volunteer Board of Directors, made up of representatives from each of the Crafts, Dance, Film Media, Interdisciplinary Arts, Music, Theatre, Visual Arts, and Writing and Publishing disciplines. Additional expertise is brought to the Board through members at large from the arts and business communities, an Executive Director and support staff. The PEICA Governance and By-Law documents set out the rules under which the Board and the staff operate.

The PEICA enjoys an arms-length relationship with the Prince Edward Island Department of Community and Cultural Affairs, which contributes the majority of the PEICA's funding. These funds are administered by the PEICA on the Department's behalf, and are allocated to grant programs and services for artists and arts administrators.

The purpose of PEICA grant funding is to promote and support the creation and presentation of works of art, and to develop the capacity of artists and arts organizations throughout the Province. Grant proposals are adjudicated through process of peer assessment, thereby empowering the members of the arts community to determine the best investment of public arts funds in a fair and objective manner.

The Council works in partnership with the arts community of Prince Edward Island, the Council's membership, the government and people of Prince Edward Island, to fulfill its mission to make the Arts integral to the lives of all Prince Edward Islanders.

# Vision:

Prince Edward Island is alive with the arts, each vibrant community flourishing in celebration of its creativity, its identity and its heritage. It is an attractive place to live and raise families, an ideal setting in which to build an artistic practice and career, and a world class cultural destination.



The Creative Isle

Priority 1: Creative  
Communities

Priority 2: Professional  
Artists

Priority 3: Lifelong Learn-  
ing in and through the Arts

Priority 4: Arts  
Organizations

Priority 5 Cohesive  
Provincial Strategy

# Strengthening relationships, building value, and fostering engagement

Prince Edward Island is host to a rich tapestry of communities, each possessing its own creative components based on a blend of contemporary and heritage arts practices.

The arts play a powerful role in building strong, connected communities, and they are fundamental to community identity. Furthermore, they foster the social, cultural, and economic well-being of Islanders. Arts experiences move beyond race, language, and ethnicity. Diverse communities can find a voice through the arts to share their stories, leading to greater cultural understanding and inclusion.

Vibrant, creative communities are also attractive to employers, to industry, to potential settlers,

and to cultural tourists. They play an important role in the overall development of Prince Edward Island.

*Over the next three years, the Prince Edward Island Council of the Arts will work to strengthen the arts in communities across Prince Edward Island. By collaborating with regional and local partners, the Council will increase opportunities for Islanders to engage in and experience the arts through new programs and added support for existing initiatives. Council programs will help ensure that Islanders have ways of developing their creative abilities and participating in cultural activities that publicly celebrate the diversity of cultural expression on Prince Edward Island.*

## Priority 1: Creative Communities

### On a Creative Isle...

- All Islanders are aware of and can access a wide range of arts experiences.
- Opportunities are abundant for professional artists and communities to work together.
- Connections within and between communities are built and strengthened through the arts and arts participation.
- The arts are an integral component of Prince Edward Island's community development strategies.
- Arts and culture are recognized as significant contributors to the Island's identity and way of life.



To work towards building a Creative Isle, the PEICA will:

- Develop community arts programs that foster collaborative, public, and inclusive arts projects across Prince Edward Island.
- Support professional artists to work with diverse communities.
- Develop an integrated strategy to encourage participation in the arts.
- Work with communities, and local and provincial governments to encourage the arts and their role in Island identity, health, and community development.
- In collaboration with the provincial government, develop an annual program for the recognition of professional artists, supporters, and volunteers, illustrating their personal contributions to Island arts and culture.

# Building sustainable, rewarding careers here on Prince Edward Island

Island artists are a driving force on a Creative Isle and artistic creation is essential to sustain Prince Edward Island's vibrant cultural life. It is vital that artists have support for professional development, so they are able to explore, innovate, take risks, find inspiration, and strive for excellence. They must be able to do so while basing their careers and practices here on the Island.

The Council's consultations clearly showed a need for professional development for Island artists, both in their disciplines, and in business of making art a career. Island artists currently try to maintain their practices in an environment that offers limited options for training, exhibition and performance spaces and opportunities. The funding on Prince Edward Island is a fraction of that

which is available to artists in neighboring provinces.

*Through programs, awards, and partnerships, the Council will create a supportive environment for the Island's professional arts community that recognizes the achievements of this community, builds awareness of the outstanding works produced, and encourages successful careers.*

## Priority 2: Professional Artists

On a Creative Isle...

- Island artists have opportunities to sustain and grow meaningful careers on Prince Edward Island that contribute to the cultural fabric and economic well-being of the Island.
- Islanders have access to the work of the Island's professional artists.
- Artists have significant opportunities to increase their skills, so that they can produce excellent and distinctive work.
- Prince Edward Island is seen as an attractive place to base an artistic practice, participate in rich cultural activities, and be part of a skilled community.
- The important role of arts and culture is recognized, appreciated, and included in cultural, community and economic development, adding value to projects and strategies.



To work towards building a Creative Isle, the PEICA will:

- Support Island artists with programs for professional development, creation, dissemination, and presentation for emerging, mid-career, and senior level artists based on the principles of peer review.
- Support artists who maintain and preserve arts practices based on Island culture & heritage.
- Provide residencies and exchange opportunities to help expand the horizons of Island artists, to showcase their work in other jurisdictions, and to bring new works and ideas onto the Island.
- Work with provincial, federal, and post-secondary partners to encourage suitable programs of skills development and training to support high quality arts practices and success in artistic careers, including skills required to access export opportunities.
- Advocate for the inclusion of the arts in provincial economic development strategies.

# Rich, meaningful, inclusive – the arts as a path to our success

The arts play a major role in the development of creative individuals who are able to react to and participating in an ever-changing economy and world. The benefits of an education rich in the arts are proven time and time again, across continents and cultures.

Participation in the arts as youths leads to participation in the arts as adults. Furthermore, it supports a thriving cultural community by building both the producers of and the audience for the arts. Lifelong education in the arts is essential if Prince Edward Island is to have a healthy and vibrant society. Knowledge of the Island's cultural heritage will lead to an understanding of our present culture.

*Recognizing the benefits of cultural initiatives in the education system, the Prince Edward Island Council of the Arts will support programs and provide resources to support the education of children in the arts. The Council believes that the promotion of arts education in the schools will provide for expanded, deeper, and more meaningful learning opportunities for Island children, leading to greater scholastic and lifelong success. The PEI Task Force on Student Achievement Report (Dec 2005) recommended that “programs such as art, theatre, music, and physical education continue to be available to all Island students” and that “these program be taught by teachers trained in those fields.”*

## Priority 3: Lifelong Learning ...

### On a Creative Isle...

- All Island children have equal opportunity for a complete and rich education that incorporates the arts in the standard curricula.
- All Island children receive instruction in a variety of artistic disciplines by teachers trained in these fields.
- Islanders are aware of their own rich cultural history and take pride in their identity.
- Island artists are provided opportunities to practice their art in educational settings as integral members of the community.

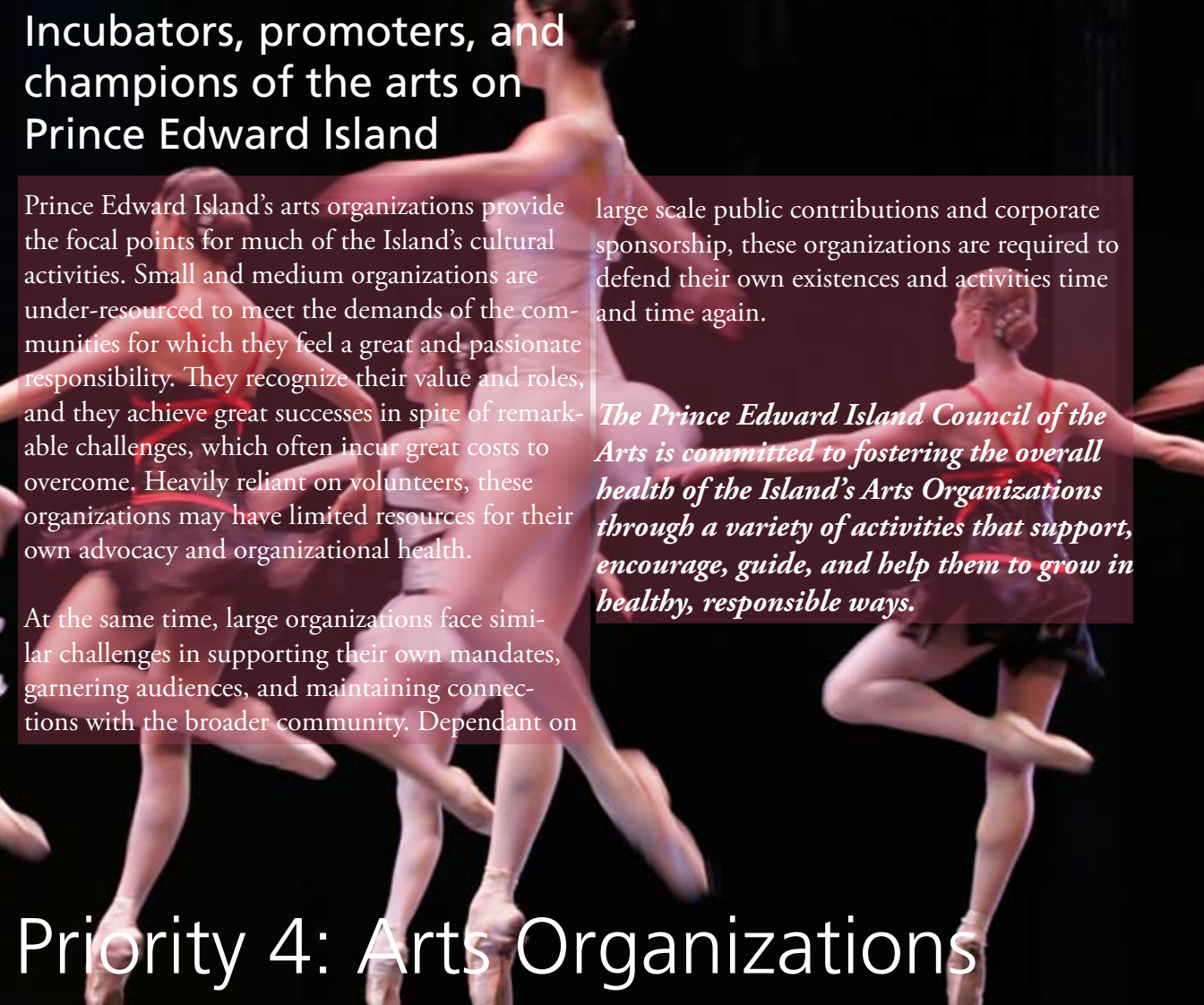


# In and through the arts

To work towards building a Creative Isle, the PEICA will:

- Support ArtsSmarts/GenieArt Program through the provision of resources and by acting as liaison between the schools and the Island's arts community.
- Develop programs that support arts presentations in the schools.
- Increase the awareness of arts education resources and the value of the arts in education across Prince Edward Island.
- Support arts education initiatives inside and outside of the public school system.
- Promote a comprehensive and inclusive strategy for lifelong learning in and through the arts.

# Incubators, promoters, and champions of the arts on Prince Edward Island



Prince Edward Island's arts organizations provide the focal points for much of the Island's cultural activities. Small and medium organizations are under-resourced to meet the demands of the communities for which they feel a great and passionate responsibility. They recognize their value and roles, and they achieve great successes in spite of remarkable challenges, which often incur great costs to overcome. Heavily reliant on volunteers, these organizations may have limited resources for their own advocacy and organizational health.

At the same time, large organizations face similar challenges in supporting their own mandates, garnering audiences, and maintaining connections with the broader community. Dependant on

large scale public contributions and corporate sponsorship, these organizations are required to defend their own existences and activities time and time again.

*The Prince Edward Island Council of the Arts is committed to fostering the overall health of the Island's Arts Organizations through a variety of activities that support, encourage, guide, and help them to grow in healthy, responsible ways.*

## Priority 4: Arts Organizations

### On a Creative Isle...

- Arts organizations are recognized by their communities, the province, and their peers for their value and contribution to the larger community.
- Funding programs for arts organizations are sophisticated in their intent and implementation, cohesive among funding partners, and include multi-year opportunities, with practical application and reporting requirements.
- Arts organizations share information, collaborate, and develop mentorship opportunities that build upon each other's successes.
- Staff and volunteers have opportunities to build their own skills and capacities to meet the challenges ahead.



To work towards building a Creative Isle, the PEICA will:

- Provide leadership in arts advocacy and promotion for the Island's arts organizations.
- Provide resources to the Boards and staff of the Island's arts organizations for professional development and training, and board development and governance.
- Act as a conduit for information, best practices, and social networking between organizations.
- Examine the role of mentorship for developing leaders in the arts on Prince Edward Island.
- Advocate for government funded programs that recognize excellence in existing and new initiatives and reward progress, stability and achievement with trust and support.

# A shared vision for arts investments

The Prince Edward Island Council of the Arts recognizes that funding for arts and culture is contingent on a variety of factors, including government determined social and economic needs. While available funds may be at times limited, their expenditure can be focused.

Interdepartmental collaboration and information sharing, as it relates to arts and culture, appears limited because different aspects of the sector fall into the respective responsibilities of a variety of departments and agencies.

*The Prince Edward Island Council of the Arts believes that potential investments delivered in service of a shared vision and strategy will provide the Government of Prince Edward Island with greater returns in capacity and expression of the Island's identity through the arts.*

## Priority 5: Cohesive Provincial Strategy

On a Creative Isle...

- The Government and its funding partners share a vision for a Creative Isle and, while recognizing their different scopes, share a common intent.
- Funding programs are designed to collaborate at the local, provincial, and national level for success.
- There is clarity in the community regarding accessibility, availability and purpose of partnership supports.
- Eligibility and criteria for success are clearly articulated in a common manner amongst all funding partners.



To work towards building a Creative Isle, the PEICA will:

- Work with provincial departments and agencies to promote the development of a multi-departmental, multi-agency strategy for arts and culture.
- Promote the creation of the position of Cultural Ambassador to accompany outgoing provincial missions tasked to convey the Island's rich cultural offerings.
- Create stronger links and collaborations between agencies and departments for the betterment of the arts for all Islanders.



Back Cover Image:  
Teri Morris  
Digitally Manipulated image of Basin Head, PE