

## Progress Report

# Creative Potential

### Advancing the Yukon's Creative and Cultural Industries

Since the release of the strategy in November 2021, the Government of Yukon has been implementing the actions identified as Phase 1. These actions focus on sector recovery and achieving the strategy's vision through partnerships.



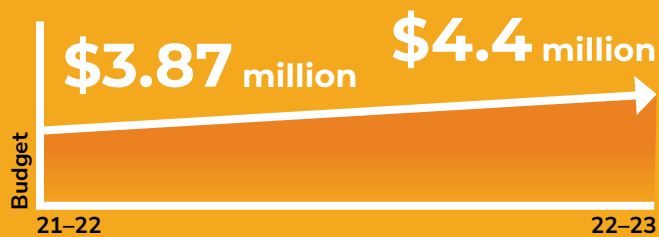
## Implementing Actions in Phase 1

Since November 2021, we have focused on the following actions to support the sector.



## Arts & Culture

The Department of Tourism and Culture delivers programs of support for artists, societies and groups with a blend of applicant-driven funding and transfer payments to support creatives and the creative and cultural industries.



We increased funding for labour market supports by \$75,000.

### In 2022, the Arts Unit:

Launched two new funding programs that offer \$150,000 per year in support. They are the Express Micro-grant, and Indigenous Artists and Cultural Carriers Micro-grant.



75%

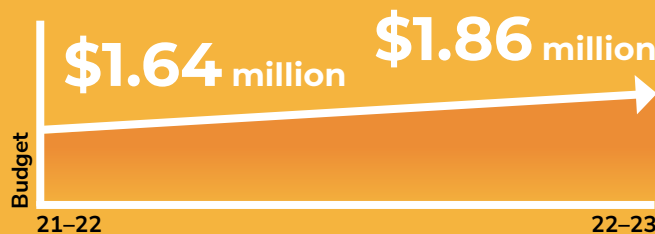
75% of the Express Micro-grant program's recipients are first-time recipients of Tourism and Culture funding.



We hired consultants to conduct a program analysis of the arts funding system in the Yukon. 75 participants engaged in program analysis conversations to improve funding support.

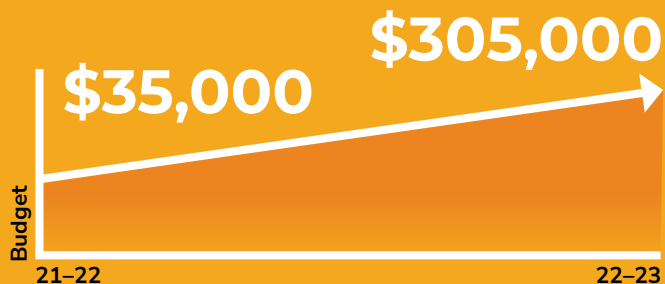
## Cultural Centres & Museums

The Department of Tourism and Culture provides partial funding for not-for-profits, municipalities, and Yukon First Nations to operate cultural centres and museums.



## Media Development

The Department of Economic Development provides funding to help content creators make their sound and media productions a reality.

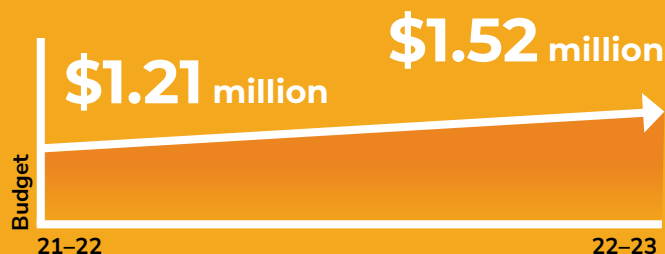


### Music Industry

- 2021-22: \$34,995 committed to 14 projects
- 2022-23: \$305,539 committed to 32 projects in the new fund

### In 2022, Media Development launched:

- Four new films, TV, and media funds. The budget for these programs increased by \$500,000, to make a total of \$1,160,000 available for applicants.
- One new music fund with a budget increase of \$250,000, making a total of \$300,000 available for applicants.

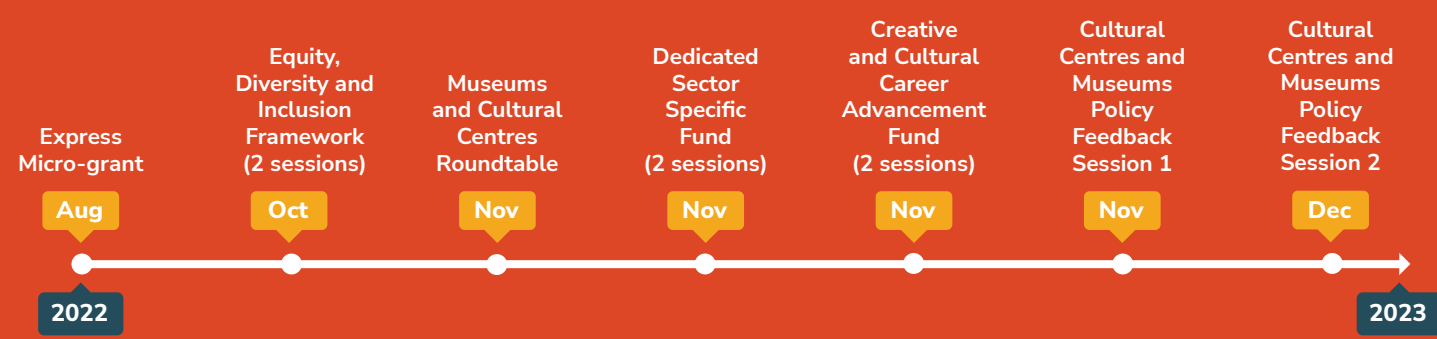


### Film, TV, and Media Industry

- 2021-22: \$1,213,571 committed to 16 projects in 5 funds
- 2022-23: \$1,524,810 committed to 18 projects in 4 new funds

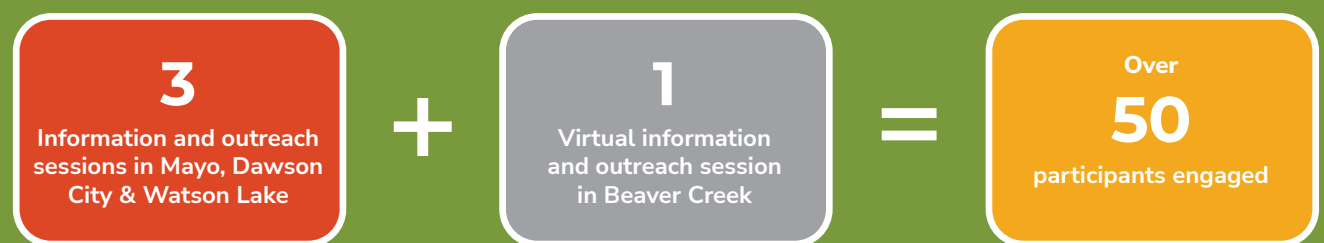
# Focusing Policies, Programs & Services for New Initiatives

Engagement on creative and cultural industries programs from 2022 to 2023.



## Information & Outreach Sessions

We continue to strengthen the sector through collaboration, representation and establishing networks through various information and outreach sessions across the territory.



### + New Indigenous Outreach Liaison Position

In partnership with the Canada Council for the Arts (CCA), an Indigenous Outreach Liaison position has been established at the Department of Tourism and Culture to provide dedicated assistance to potential applicants. The position will also build awareness of this new fund and other Yukon and national funding programs available to Yukon Indigenous artists and cultural carriers.

### + New Formal & Informal Collaborations

- Partner with **Canada Council for the Arts** for the Indigenous Artists and Cultural Carriers Micro-grant and Indigenous Outreach Liaison.
- Contribution to the **National Research Group** and **Mass Culture** for research and data collection.
- Contributions to **Yukon Prize** to amplify Yukon visual arts and artists.

# Lifelong learning, training and education are fundamental to developing and sustaining a strong sector.

Since 2021, Tourism and Culture has offered 25 professional development workshops for the sector.



## What's Ahead?

- Considering and integrating the findings from the Funding Program Analysis Report (Action 1.1)
- Exploring options to update branding and promotion for the Yukon's creative and cultural industries (Action 1.2)
- Continuing to work on a seminar for marketing and export strategies for creative and cultural industries (Action 1.3)
- Delivering a new funding program (Action 1.4)
- Finalizing a Yukon Cultural Centres and Museums Policy (Action 2.2.2)
- Continuing to hold information and outreach sessions (Action 1.1) (Action 3.4)
- Promoting industries/sector gathering(s) to celebrate, share and create connections and partnerships (Action 3.5)
- Offering more professional development workshops to support sector-specific training (Action 4.4)
- Continuing work with other agencies to collect and present baseline data and indicators (Action 4.5)