



strategic moves
THINKING : BUSINESS

Artists and Arts Organizations in Northern Manitoba A Baseline Study

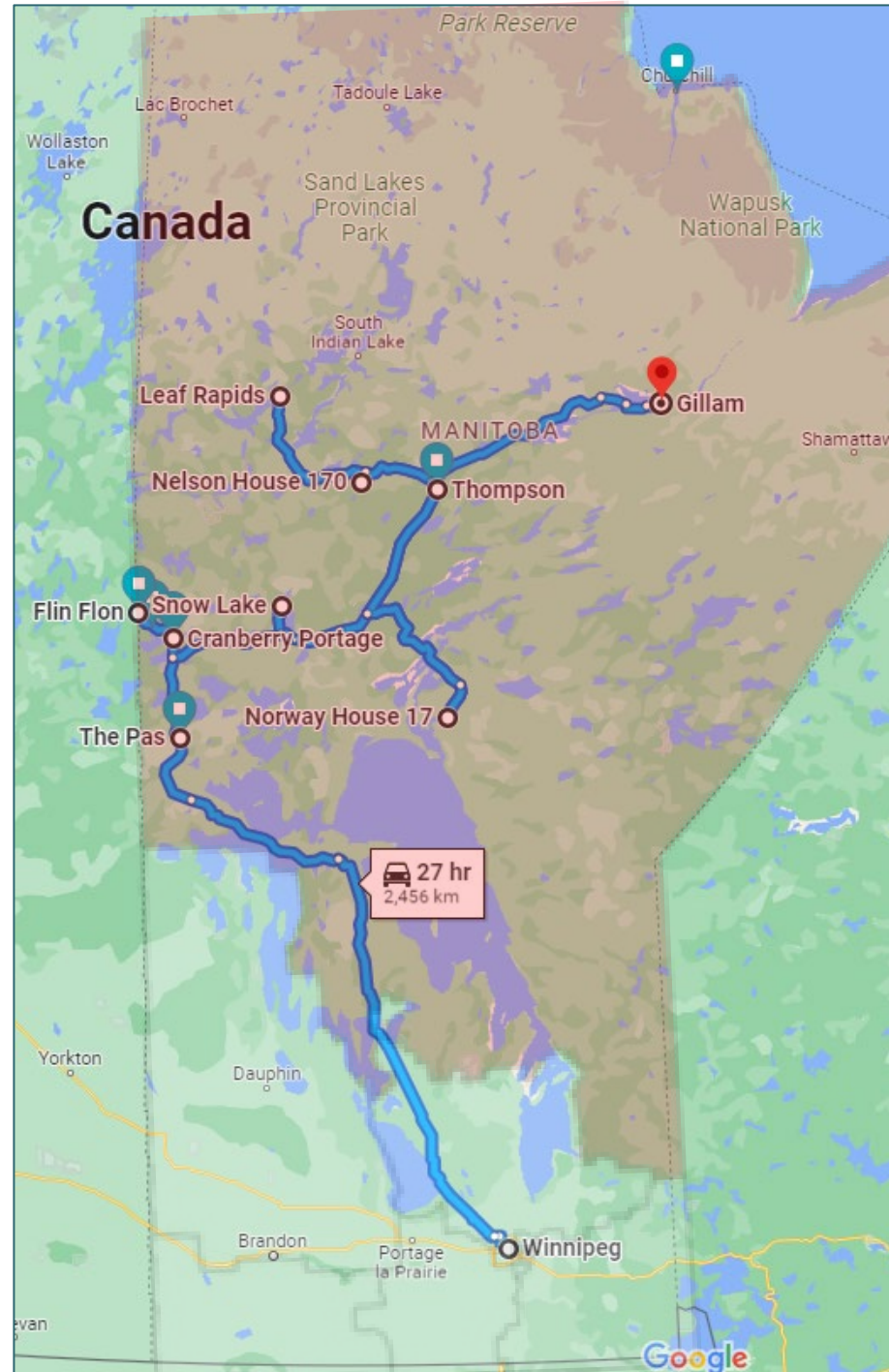
By Inga Petri
March 22, 2023



Purpose

Develop greater understanding of the arts eco-system in Northern Manitoba

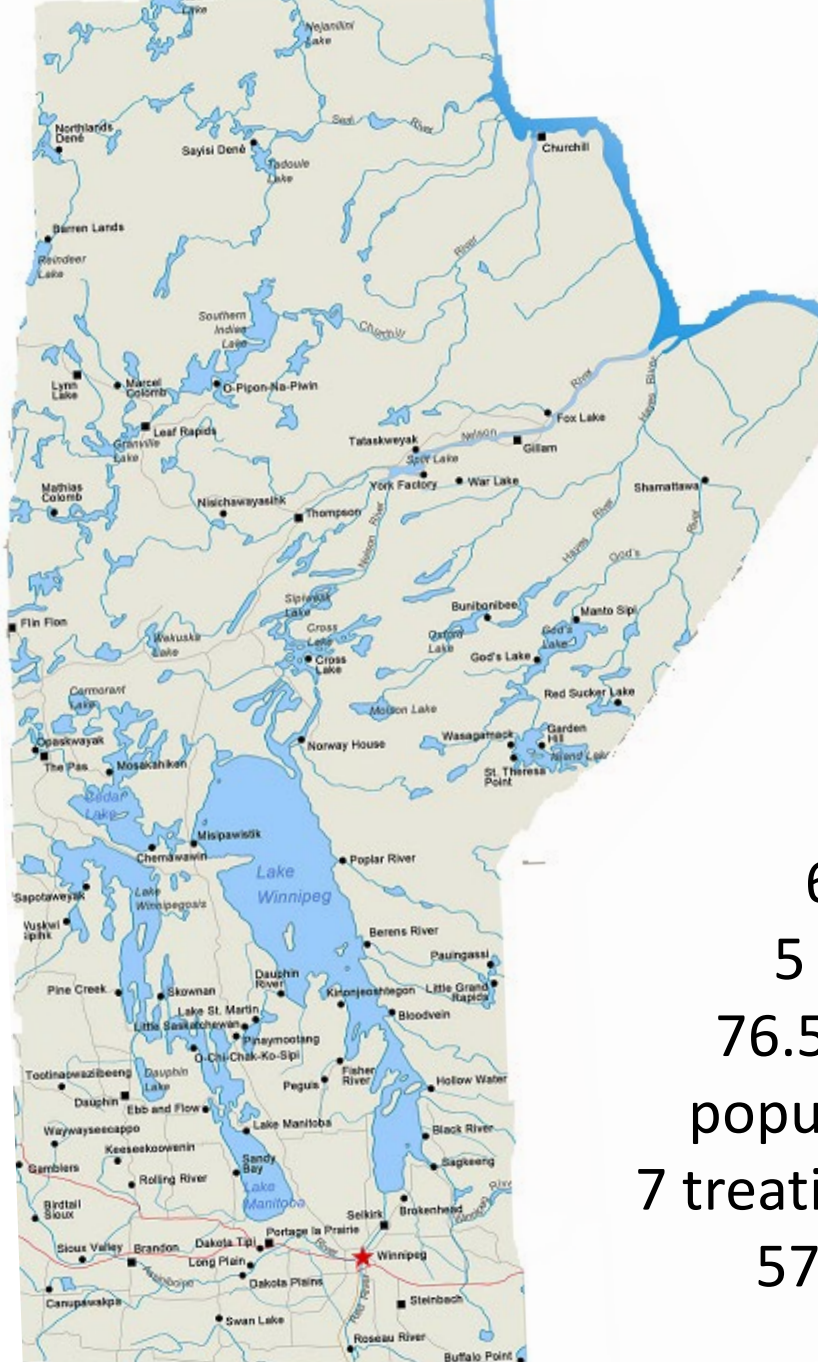
strategic moves
THINKING : BUSINESS



Churchill-
Keewatinook Aski
Federal Electoral
District
494,000 sq km
(slightly larger
than the Yukon)

Purpose

Develop greater understanding of the arts eco-system in Northern Manitoba



63 First Nations
5 linguistic groups
76.5% of Northern MB
population is Indigenous
7 treaties in MB (1871-1907)
57% live on reserve



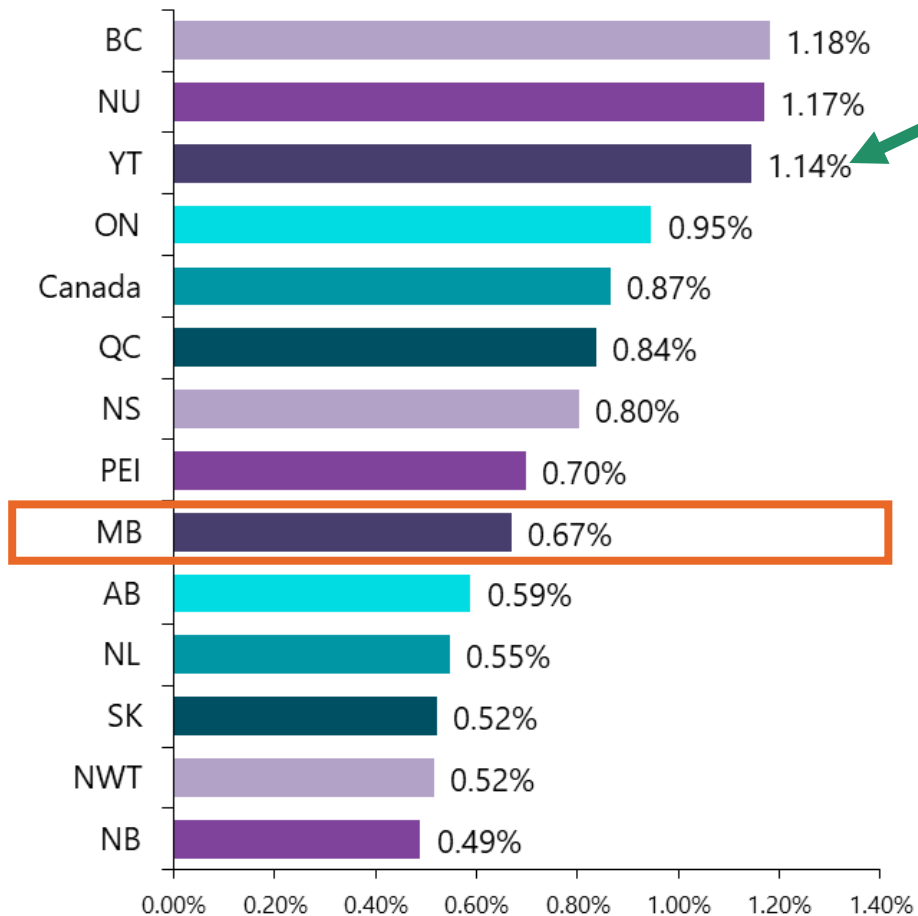
Census 2021	Manitoba	Winnipeg	C-K Fed Dist
Population 2021	1,342,153	834,678	81,258
% change 2016	+5.0%	+6.6%	- 6.5%
Indigenous Population	18.2%	12.5%	76.5%
0 to 14 years	18.8%	16.9%	29.9%
15 to 64 years	64.1%	66.3%	61.1%
65 years +	17.1%	16.8%	9%
Median age of the population	38.4	39.2	28.6
Median after-tax income 2020	\$35,200	\$35,600	\$29,800



Community Profiles Census 2021

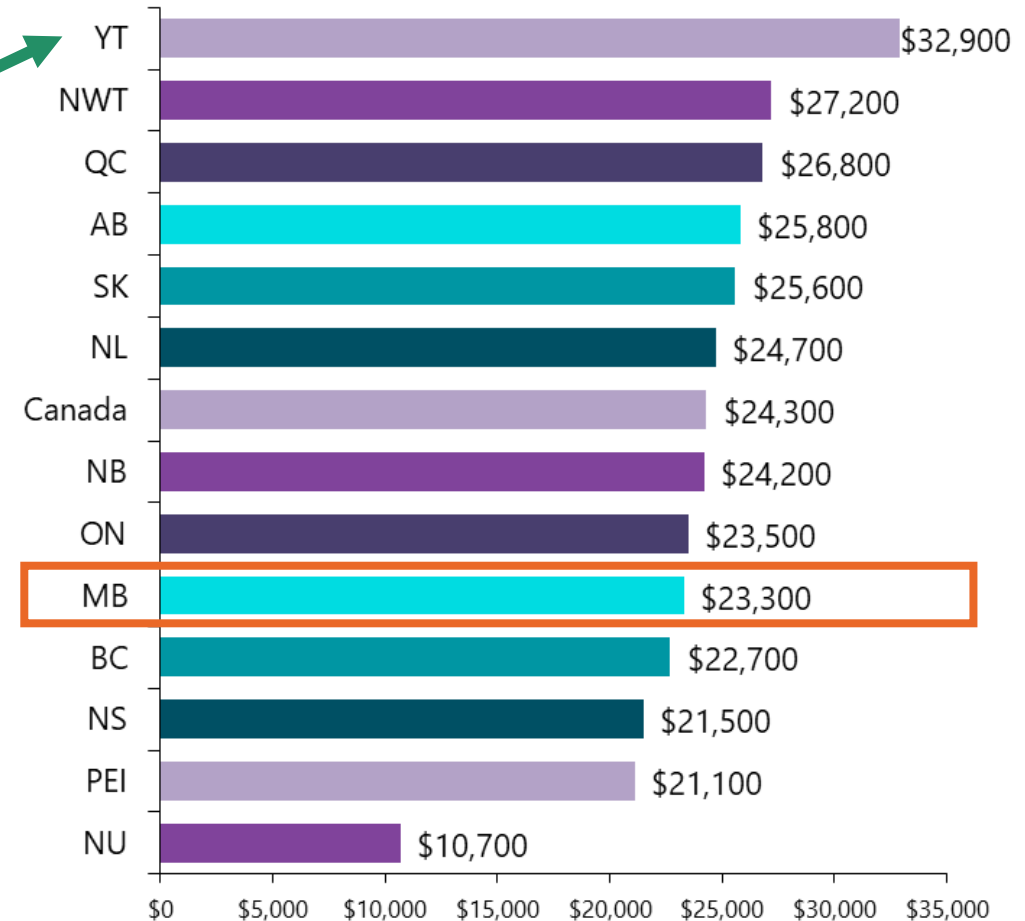
Census 2021	God's Lake 23	Norway House 17	Nelson House 170	Leaf Rapids	The Pas	Churchill	Gillam	Thompson	Flin Flon
Pop 2021	1,520	5,390	1,351	351	7,302	870	1,007	13,035	4,722
Pop change	25.5	12.1	-19.3	-39.7	14.1	-3.2	-16.2	-4.7	-1.8
Median age	24	24	23	27	34	38	31	31	43
Indigenous pop %	99%	99%	99%	90%	65%	63%	53%	46%	22%
Median after-tax income	\$21,600	\$23,400	\$19,600	\$32,400	\$36,800	\$42,000	\$52,000	\$41,200	\$40,000

Figure 1: Concentration of artists by province and territory



Source: 2016 census custom data request

Figure 2: Median incomes of artists by province and territory



Source: 2016 census custom data request. Income figures relate to 2015.

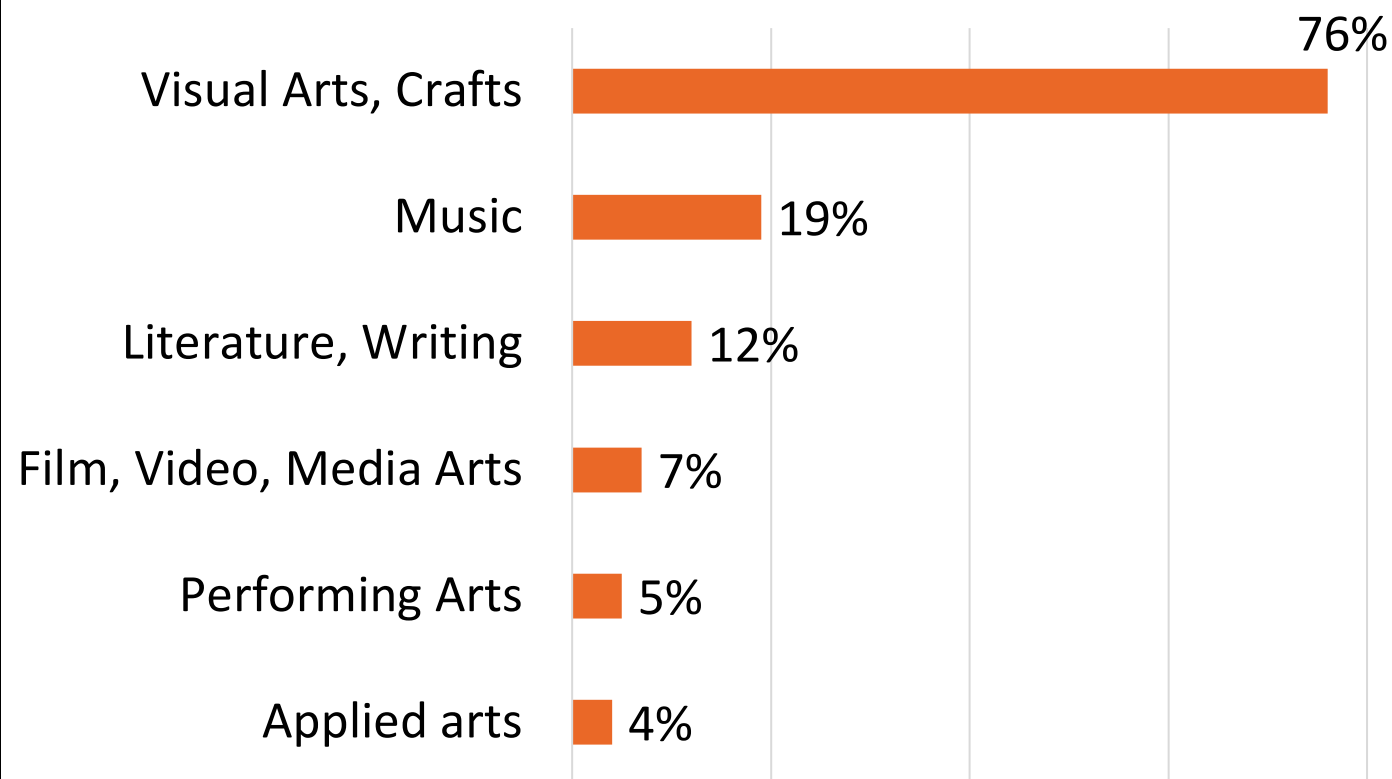
Artist Survey





Survey Participants: Arts Disciplines

Active in Disciplines (N=274)



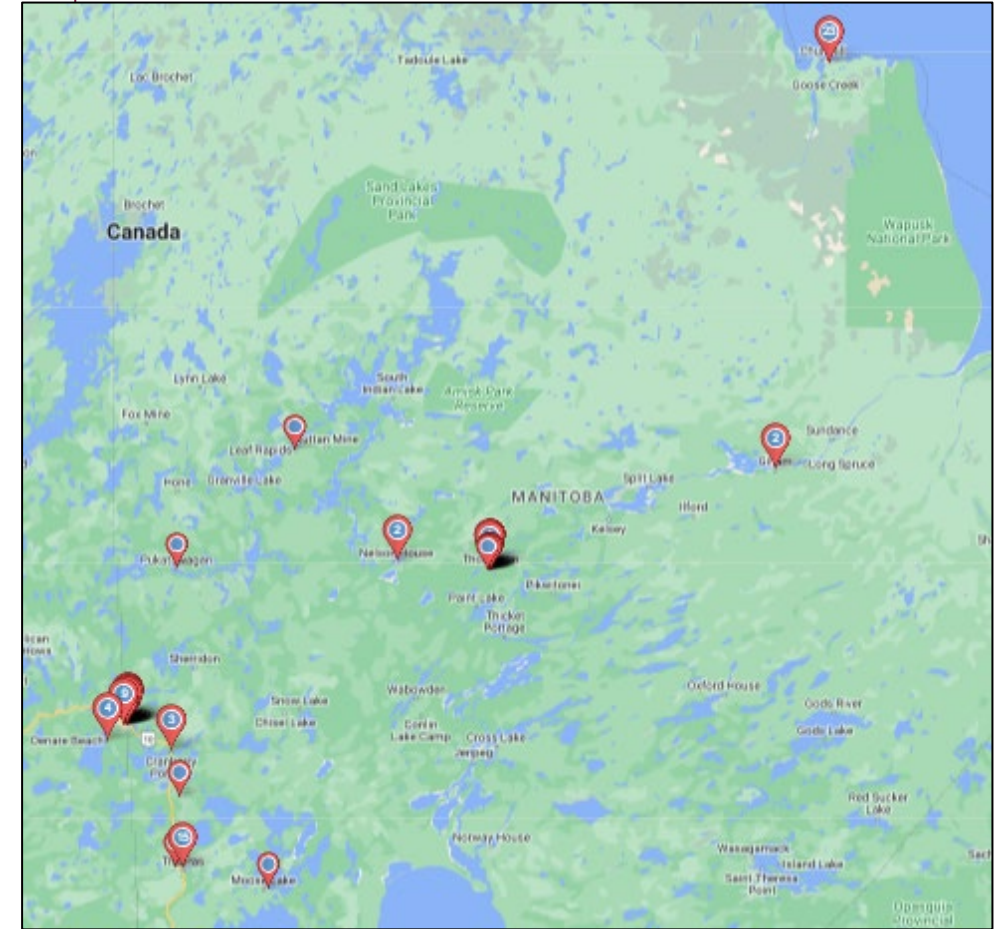
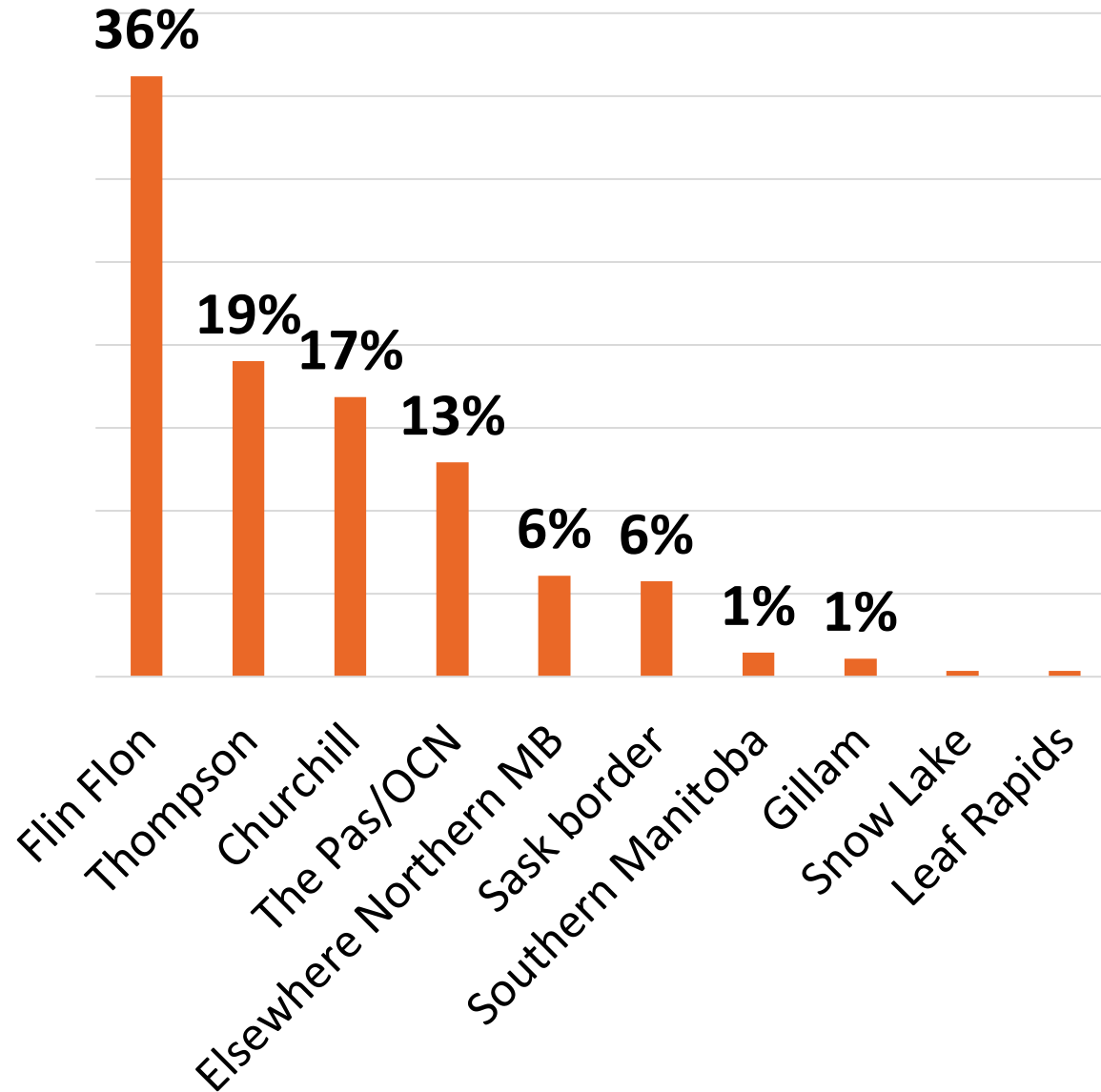
NOTE: Census only captures primary occupation vs ImagiNorthern = all artists

Primary Occupation MB Artists	Census
Musicians and singers	30%
Authors and writers	16%
Producers, directors, choreographers, and related	13%
Visual artists	11%
Artisans and craftspeople	10%
Dancers	8%
Actors and comedians	5%
Other performers	4%
Conductors, composers, arrangers	2%
Total artists	4,300

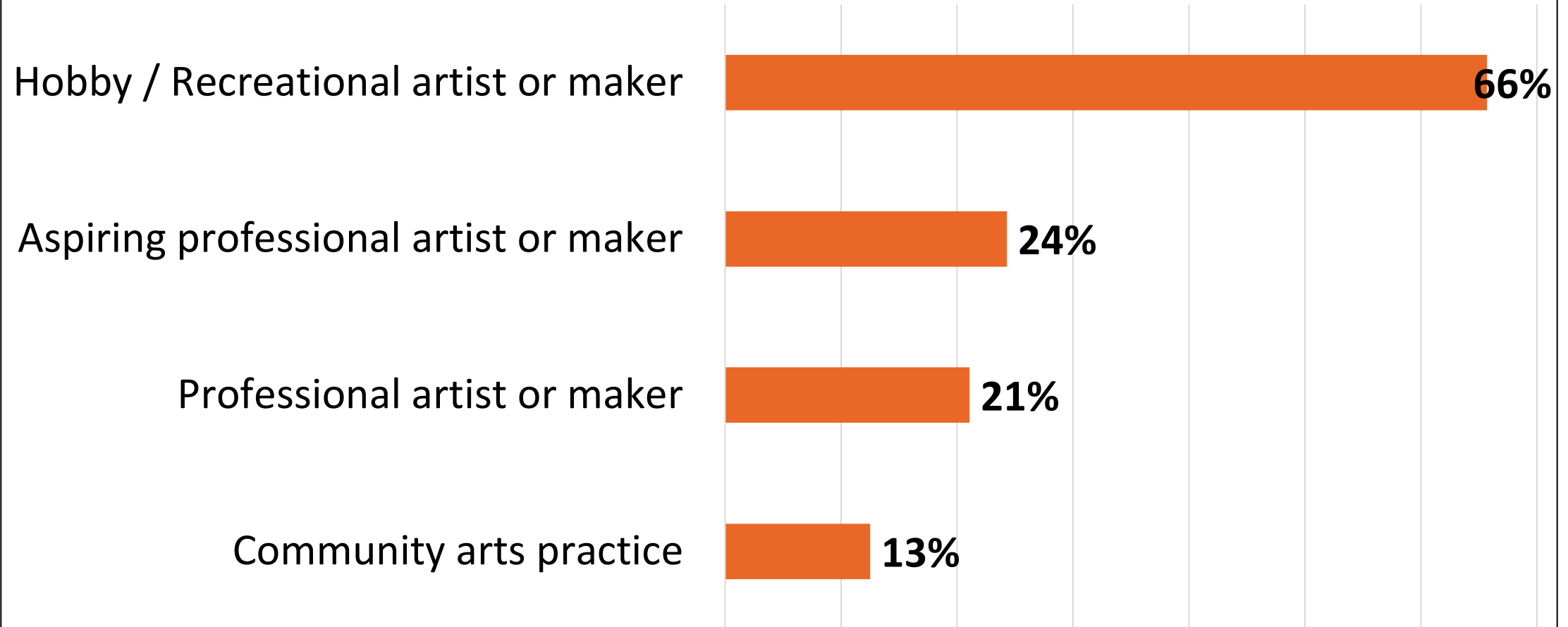
Source: Hill Strategies, Artists in Canada's Provinces and Territories, Census 2016, Nov 2019



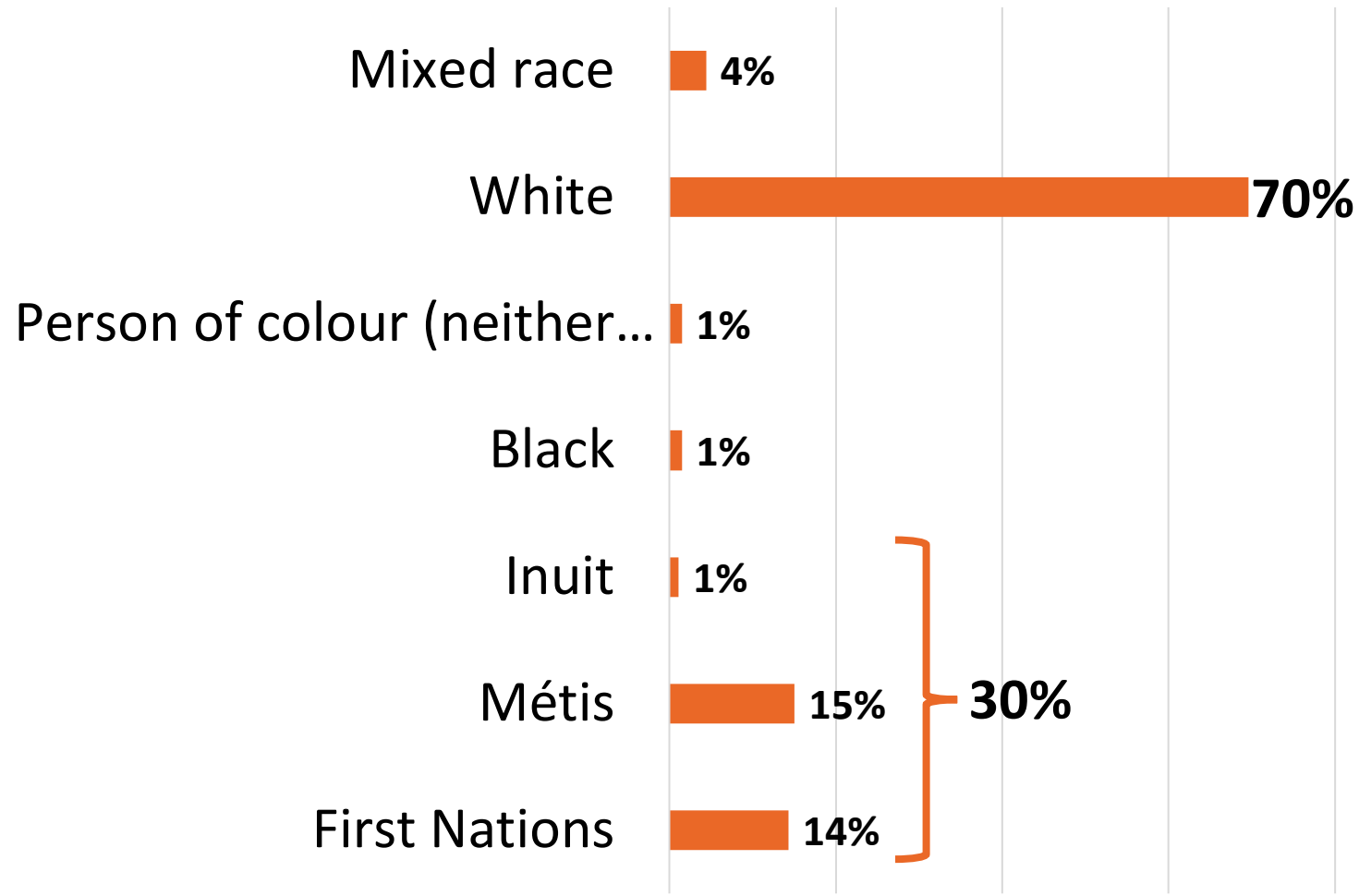
Where respondents live (N=279)



Role in Main Artistic Practice (N=280)



Self-Identification (N=273)

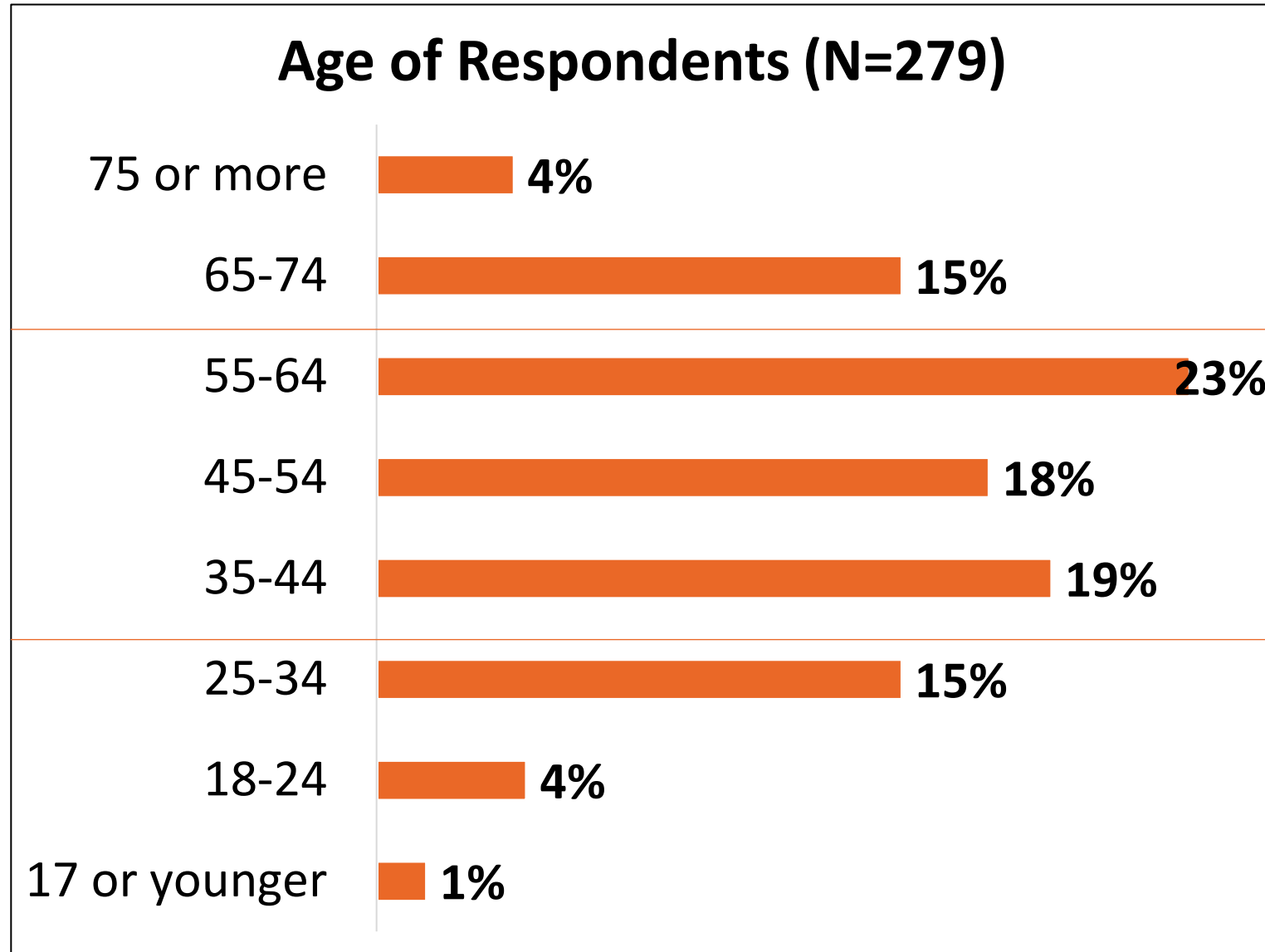


30% identify as Indigenous

- may be a significant under-estimation of actual

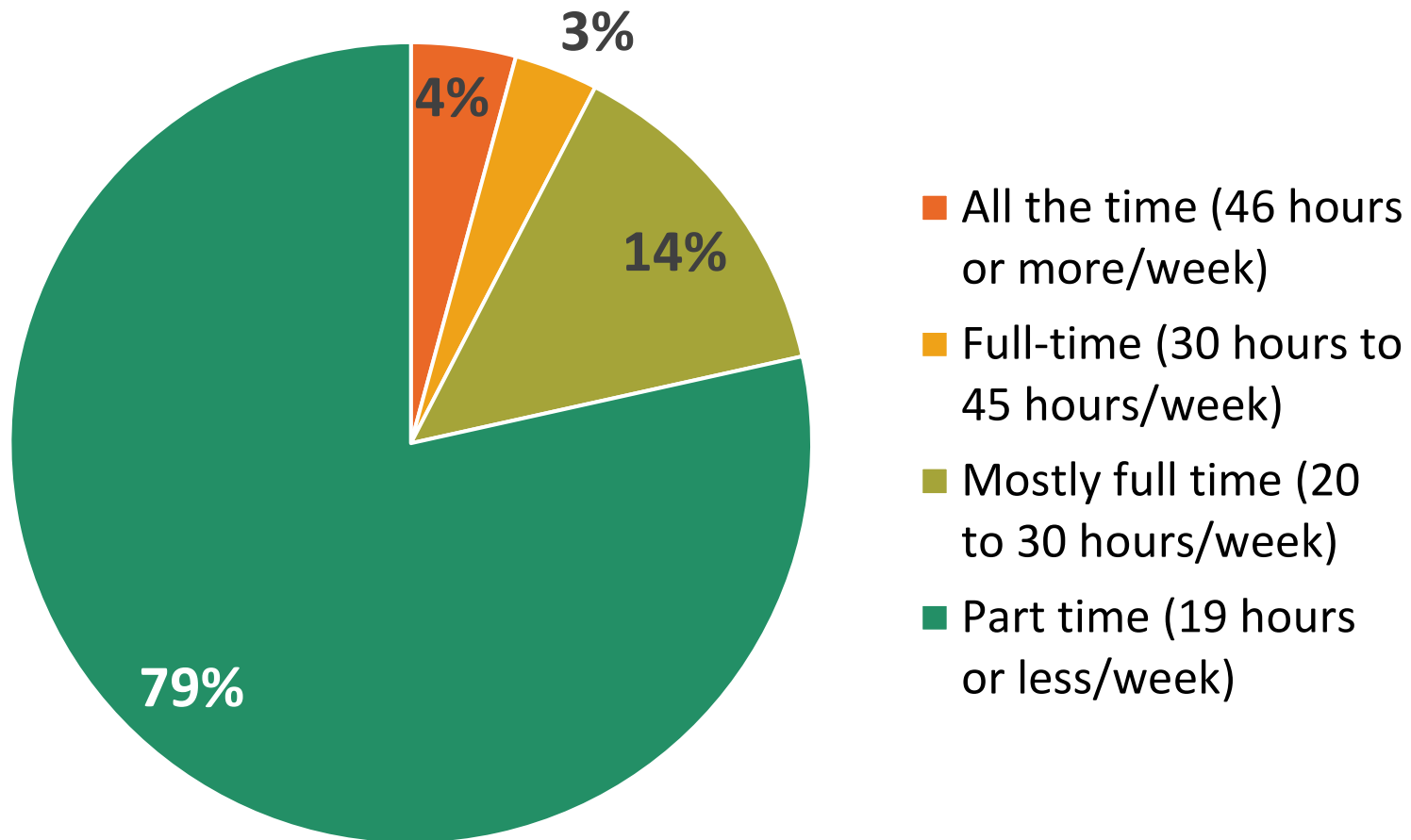
Indigenous

- 36% of aspiring professionals
- 24% of professional

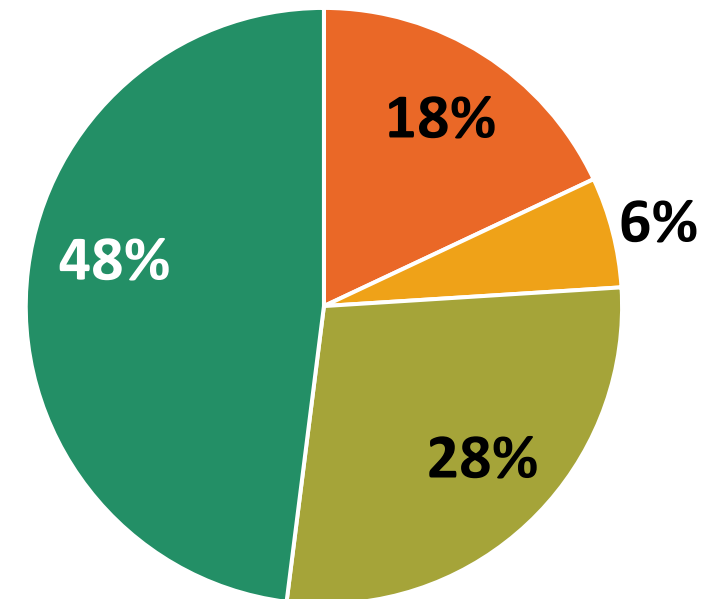


**Youngest group:
aspiring professionals**

How much time spent working in arts business (N=237)

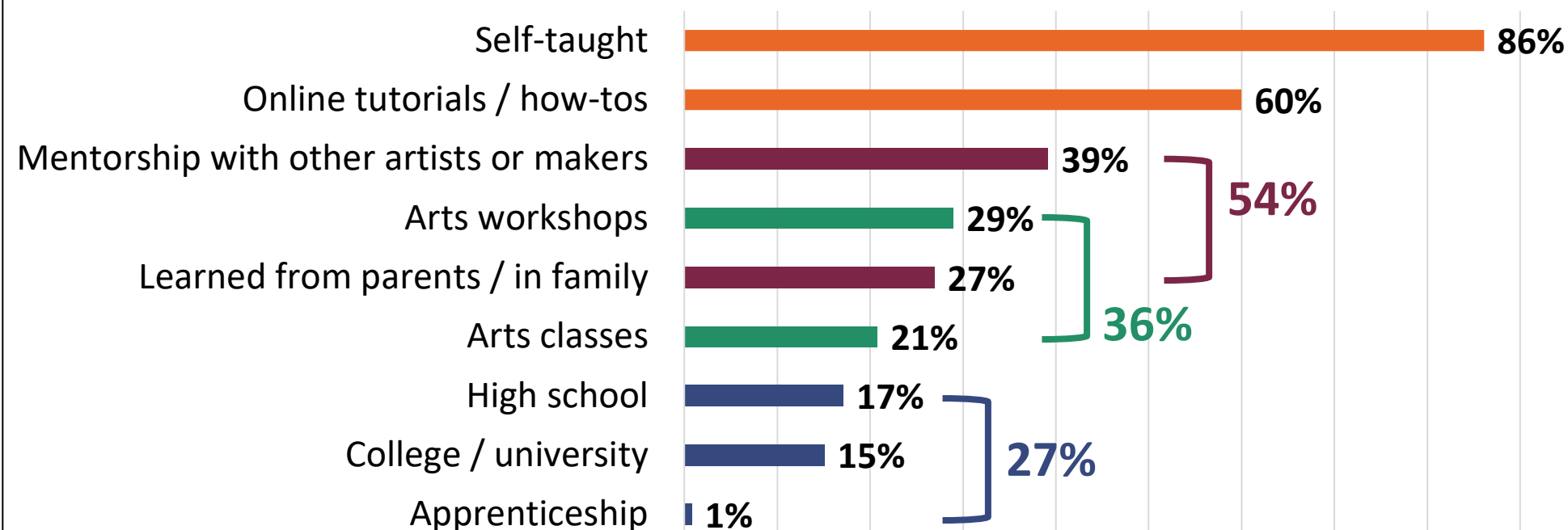


By Professionals (N=50)



Arts Training is Often Informal

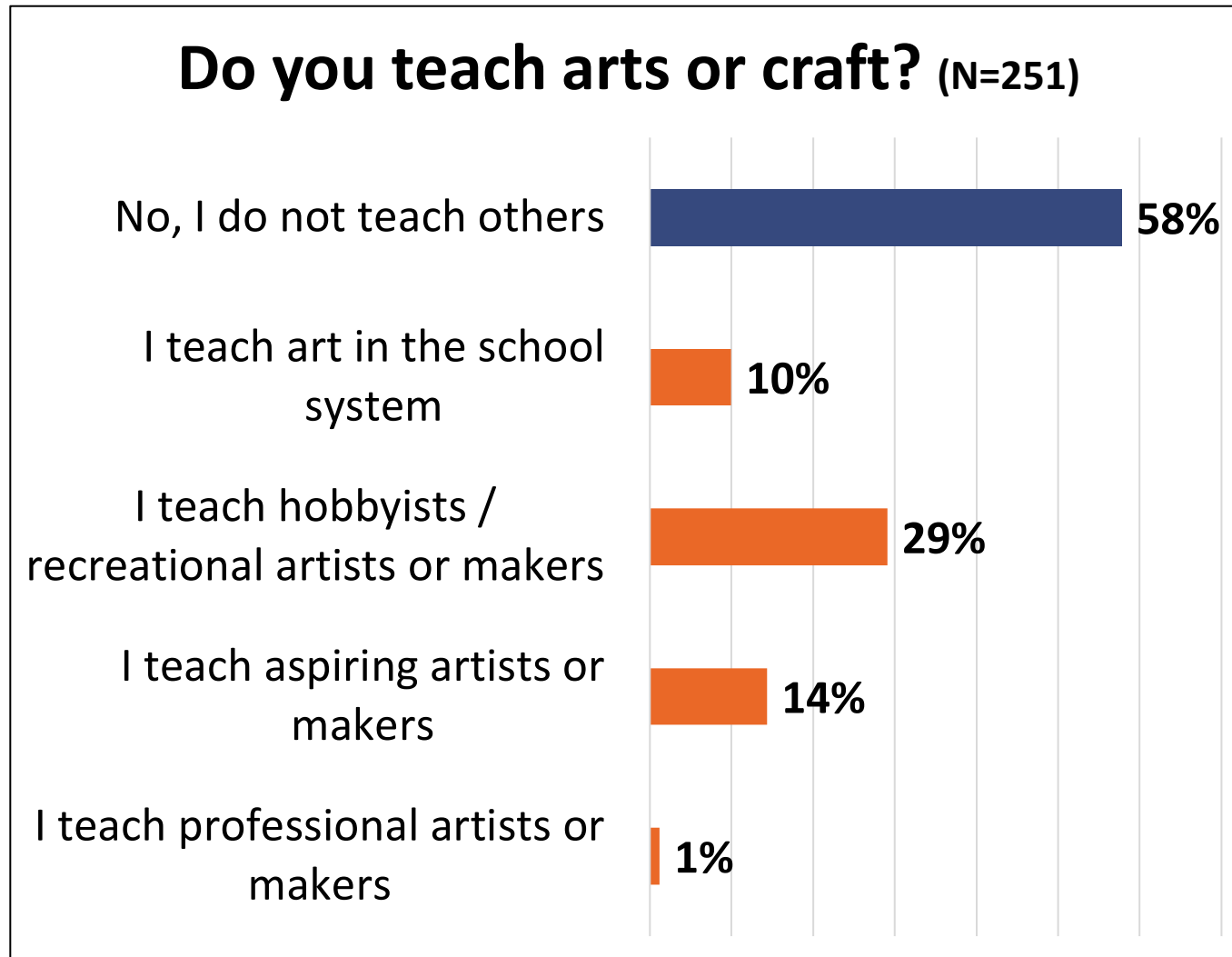
Types of training received (N=245)



88% would benefit from more training in arts or craft.
71% would benefit from training in business skills.



Teaching is Relatively Common



42% report teaching others

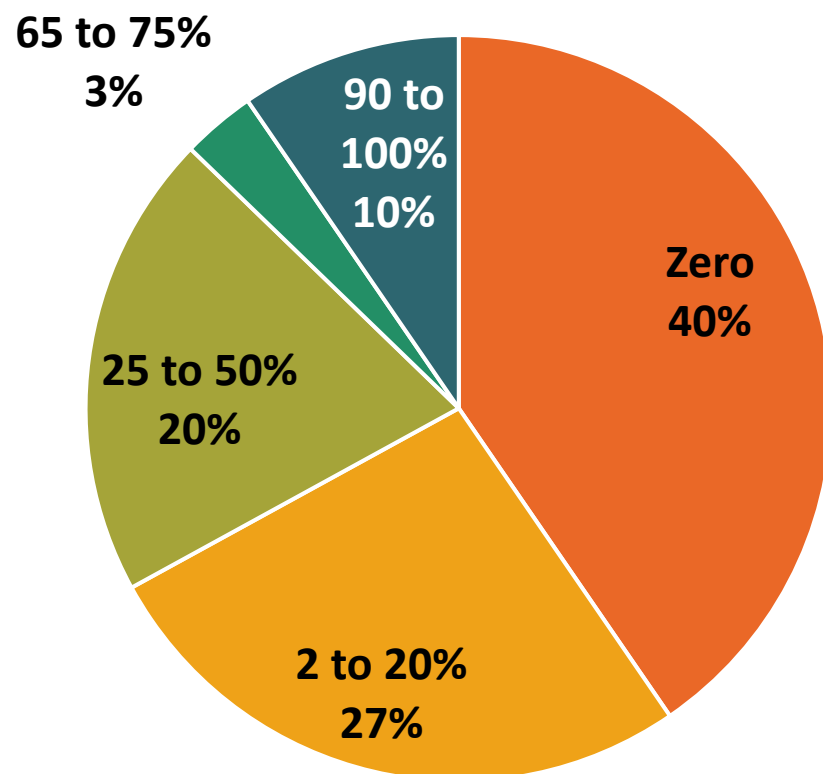
By level of practice

- **2 in 3 professional artists**
- **1 in 2 community arts practitioners**
- **4 in 10 aspiring professionals**
- **1 in 3 hobbyists**



Income from Teaching

% of arts income from teaching
(N=94)



Teaching without pay contributes significantly to development of the arts eco-system.

Of 30 professional teaching artists

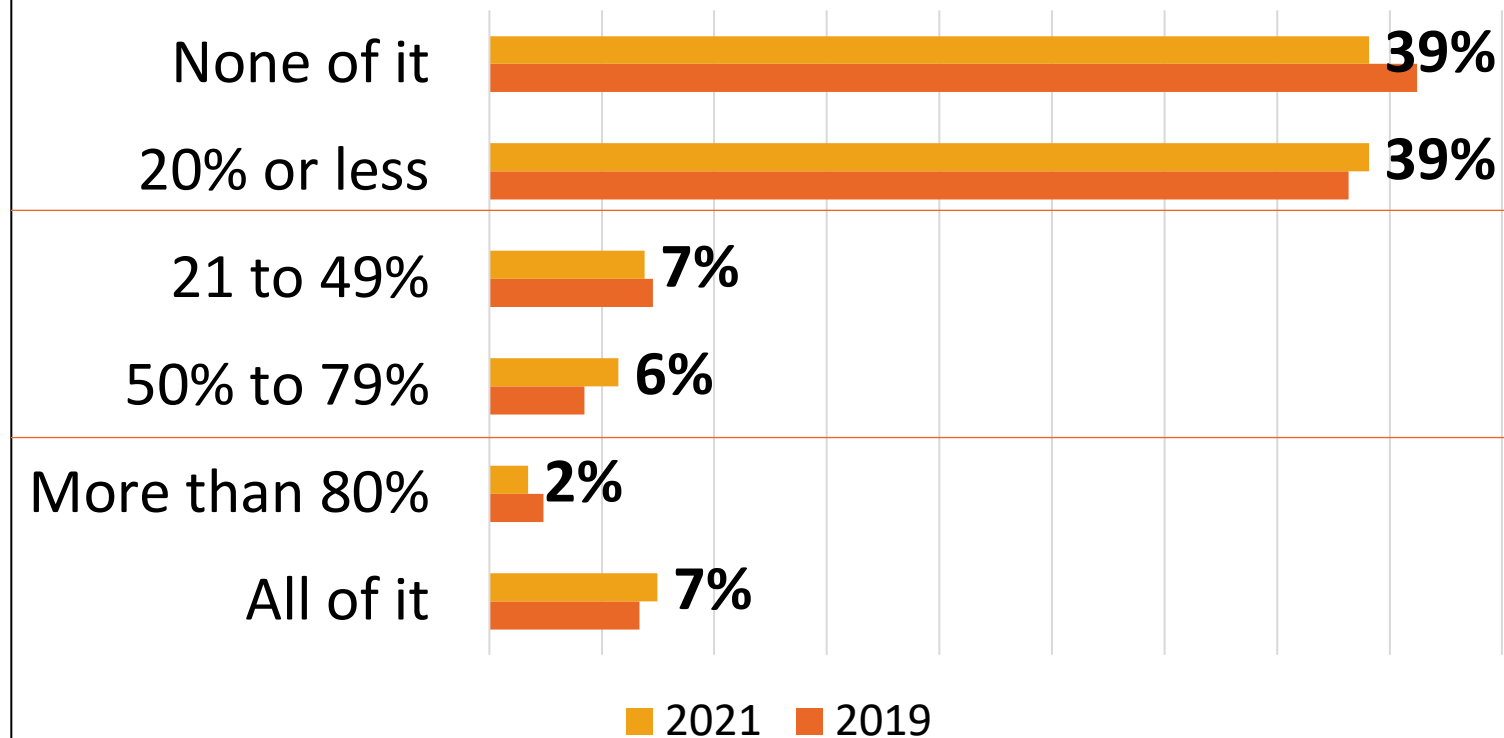
- 17% earn no pay
- 56% earn 50% or less of their arts income from teaching
- 27% earn more than 50% of their arts income from teaching



Income and Employment

INCOME: % of personal income from arts before and during COVID

(2019, N=165 / 2021, N=174)



EMPLOYMENT (N=198)

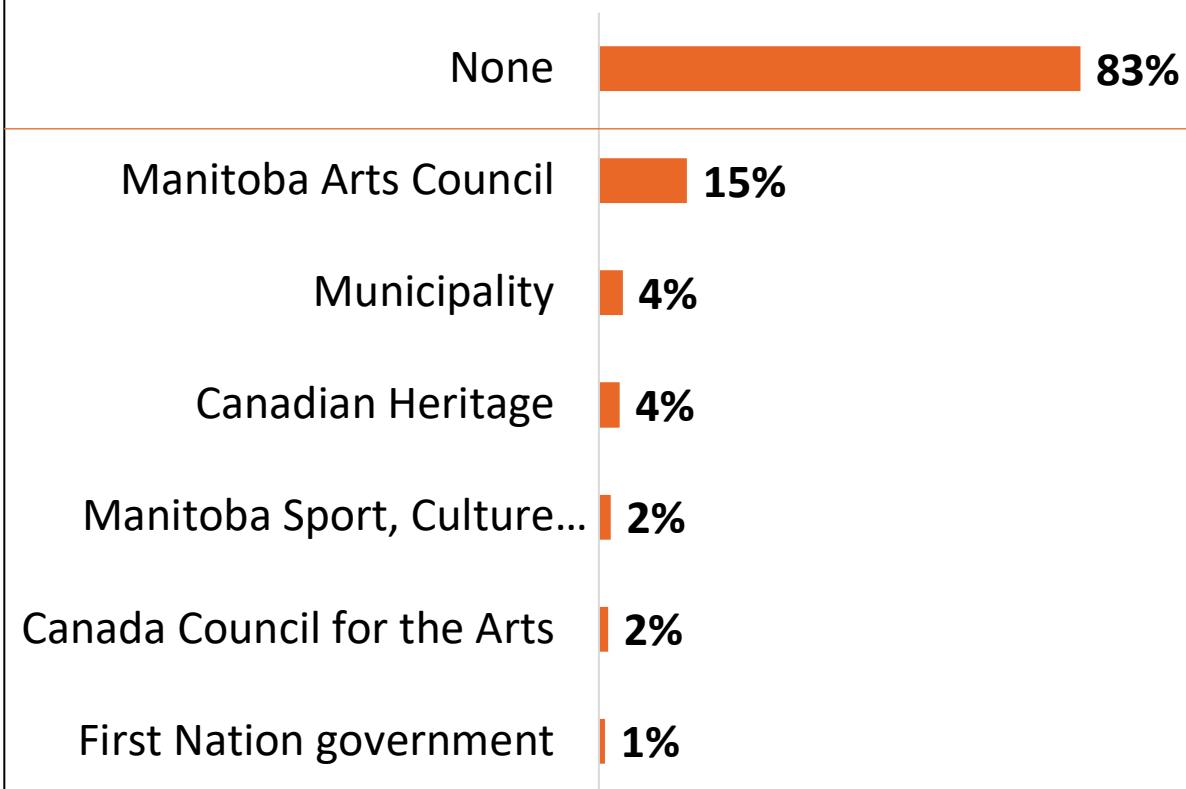
- 48% no one
- 47% only themselves
- 5% employ others



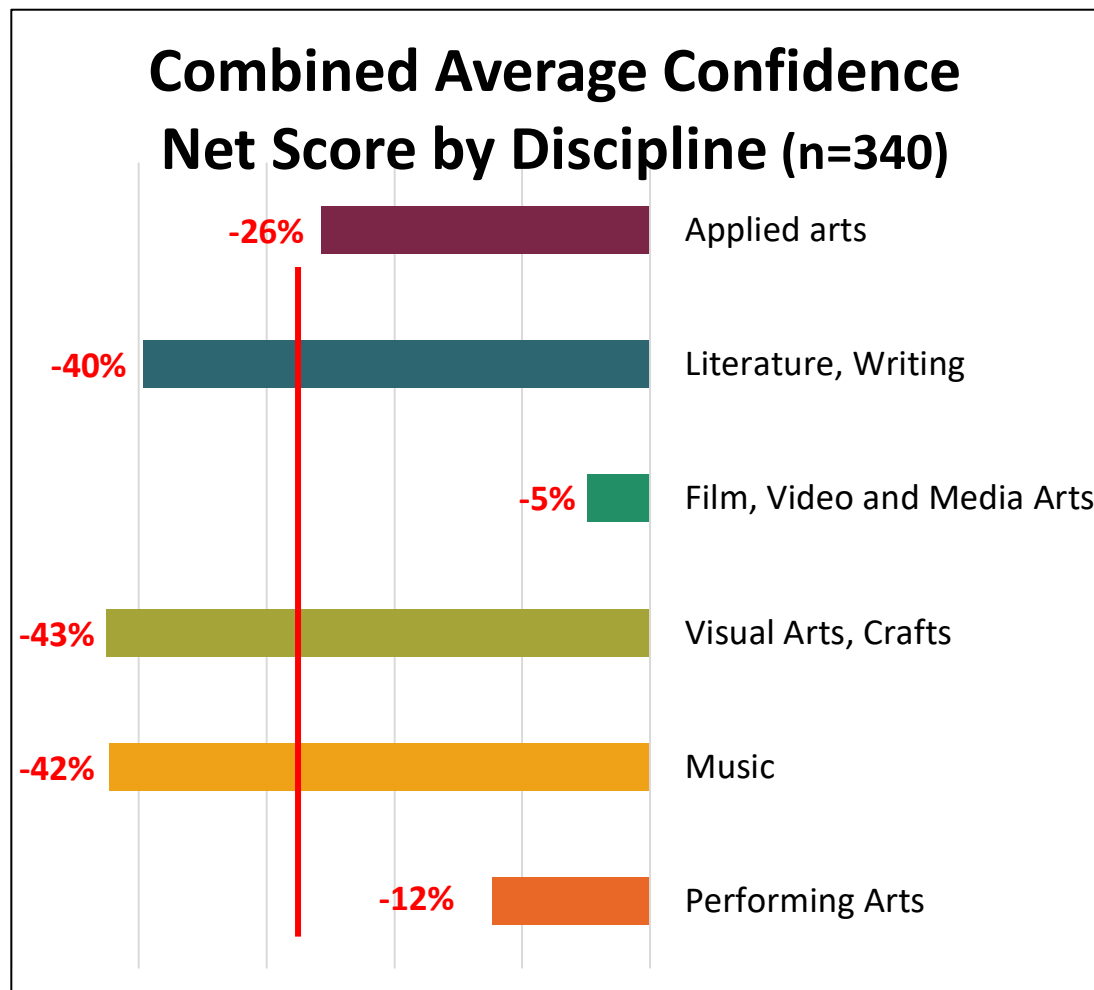


- Only 4 in 10 are affiliated with an Arts Service or Industry Organization
- Only 17% received public funding in the last 5 years
- Most sell close to home
 - 34% Canada ex MB/SK
 - 21% USA
 - 17% International

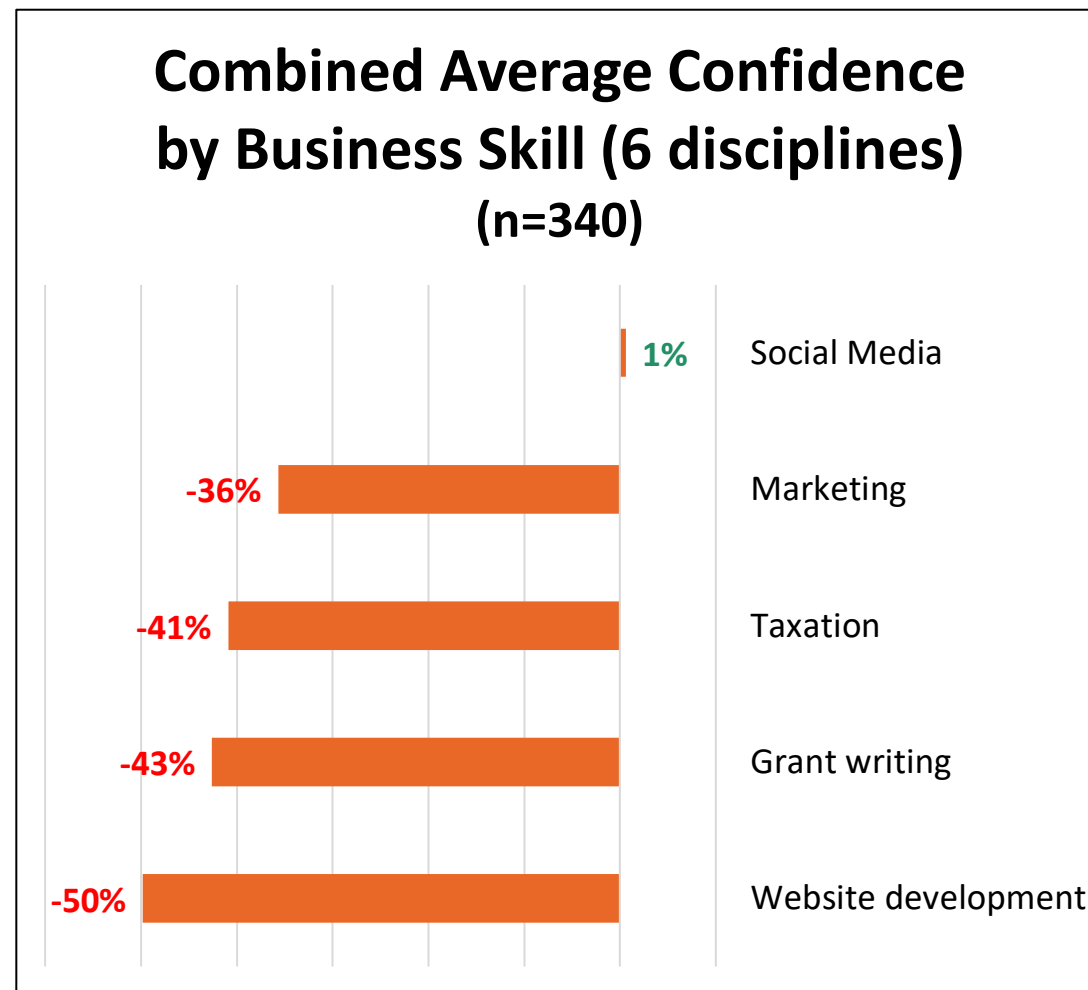
Public funders supporting your work within 5 years? (N=198)



How confident are you in your / your team's skills in the following areas?



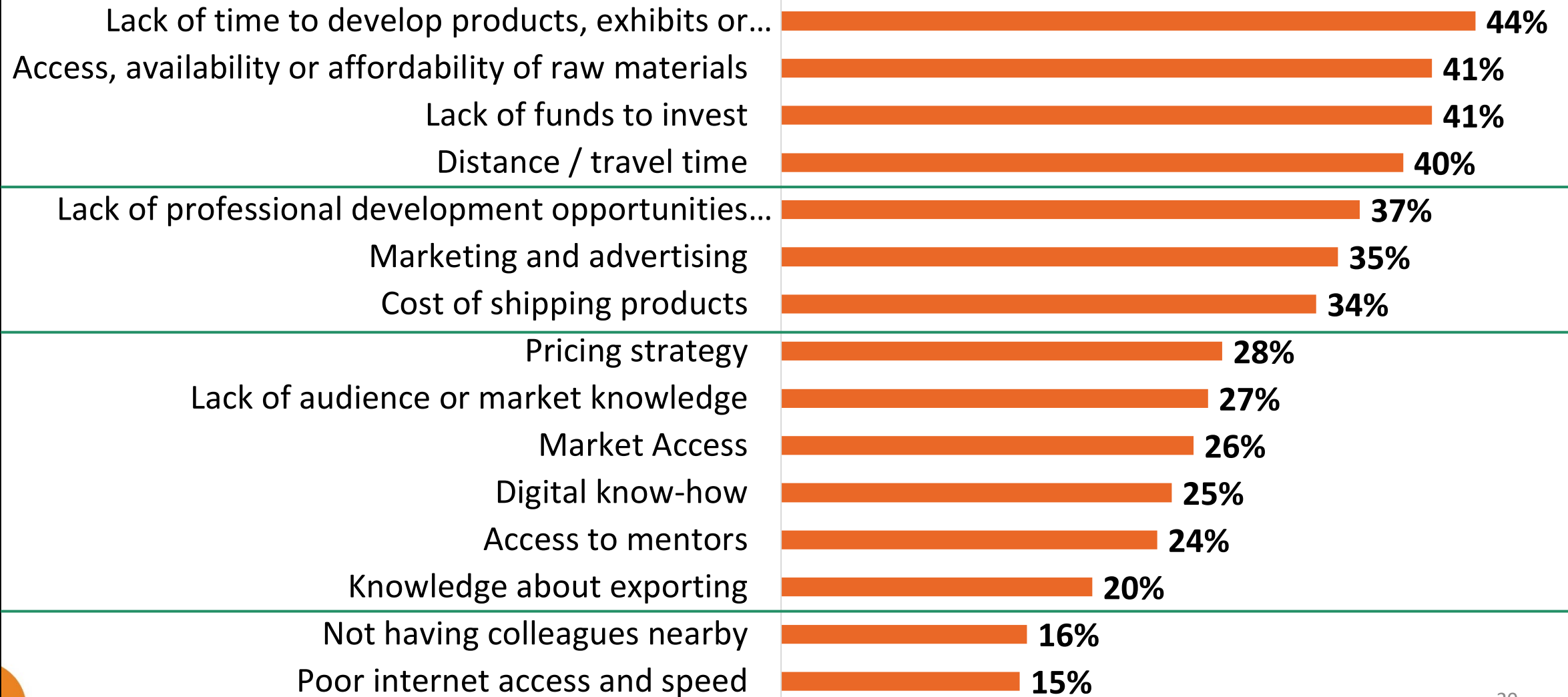
-28% combined avg





Greatest barriers to achieving the success you want?

(N=217)

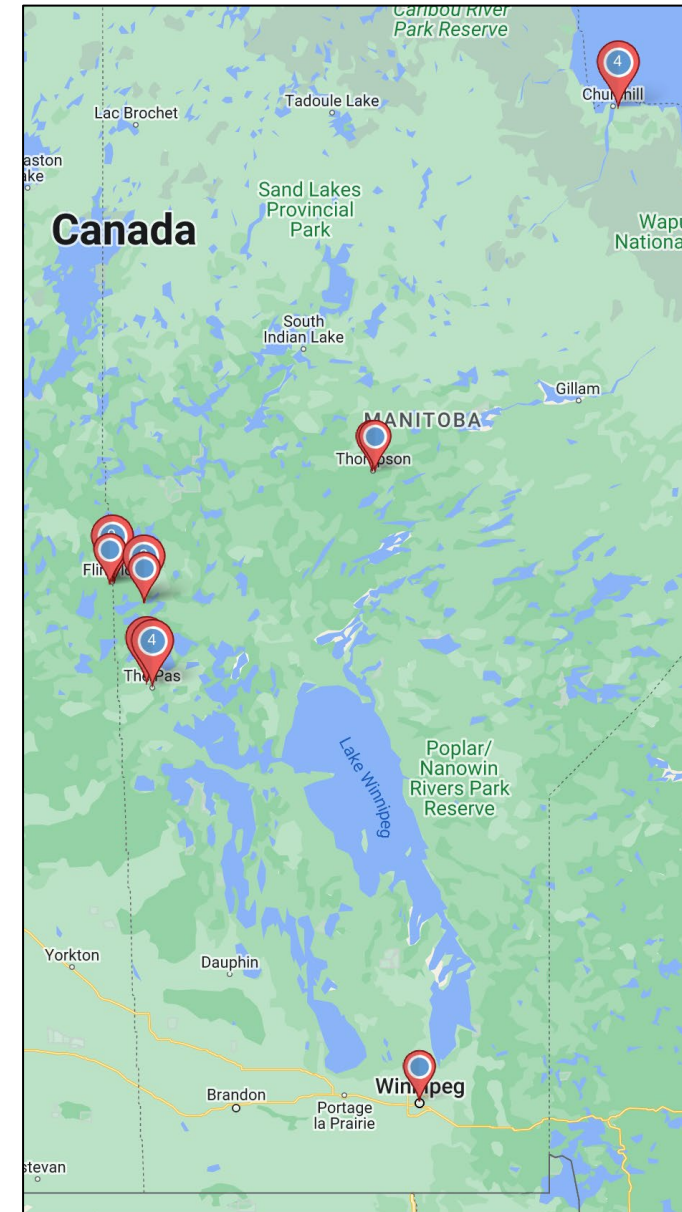
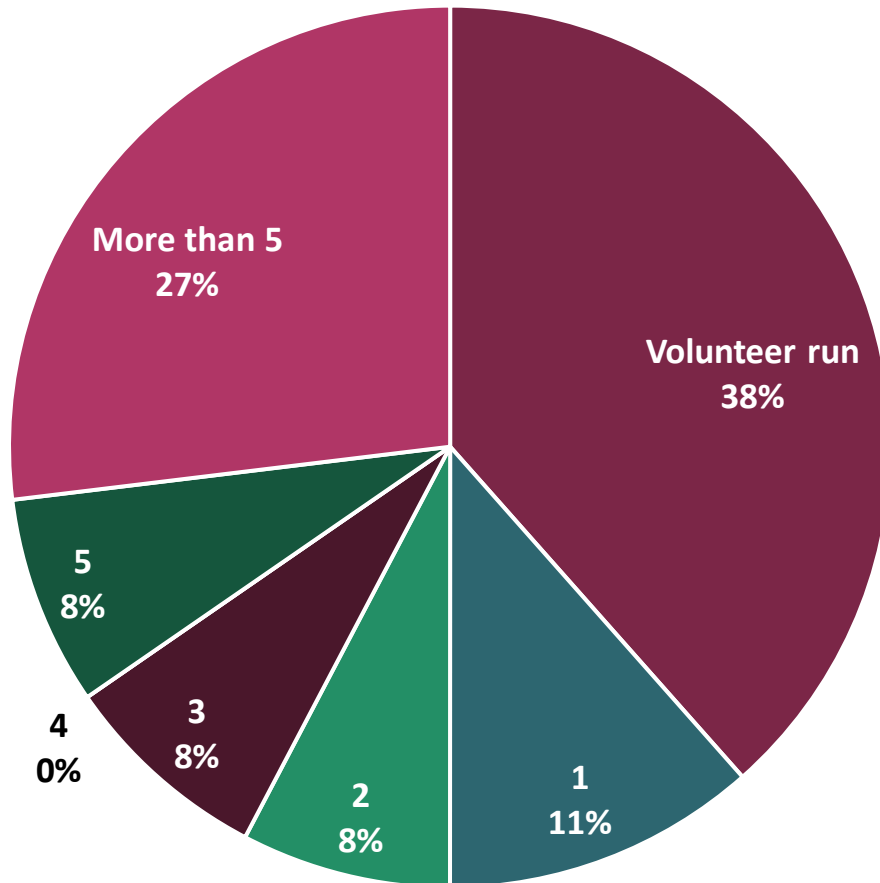




Survey of Arts Organizations

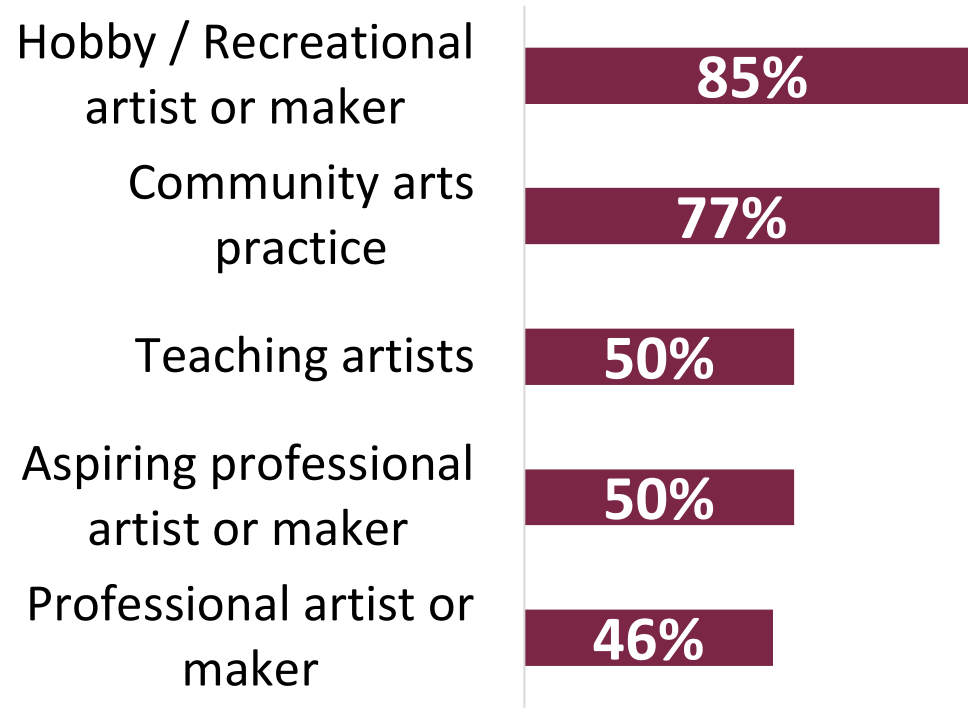


Organizations: Number of Employees (N=27)

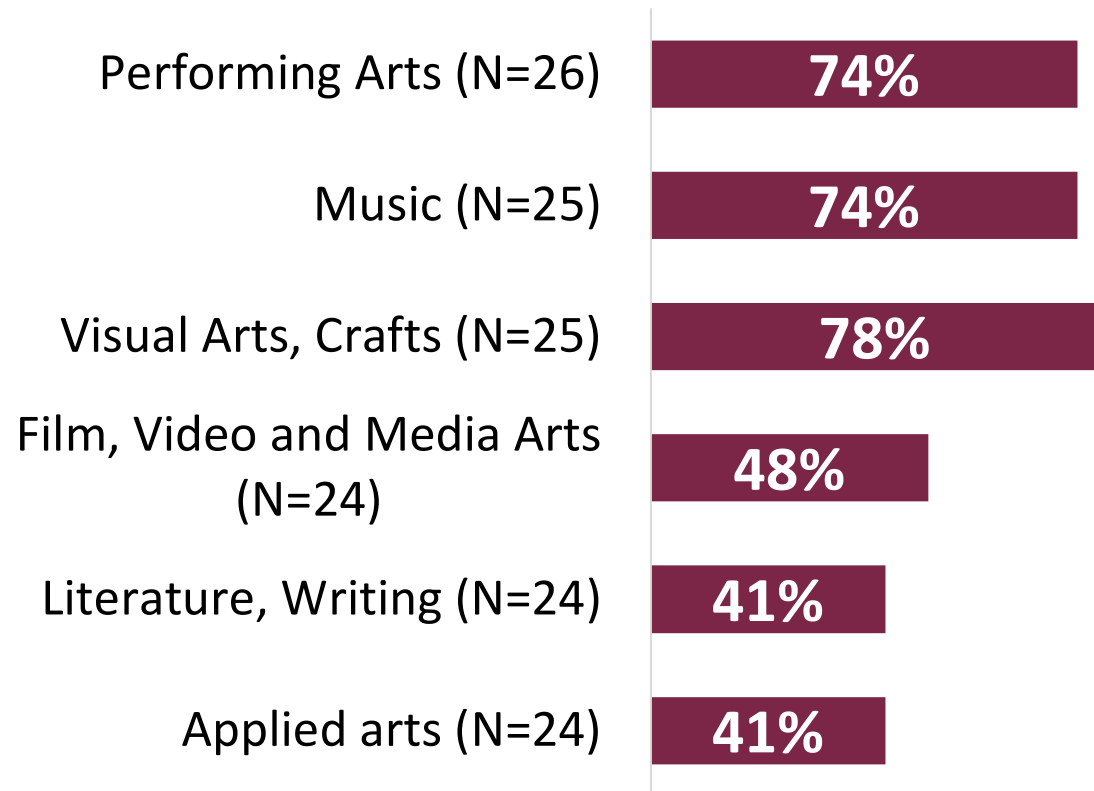




What type of artist does your organization primarily serve or support? (N=26)



Does your organization support specific disciplines (N=27)

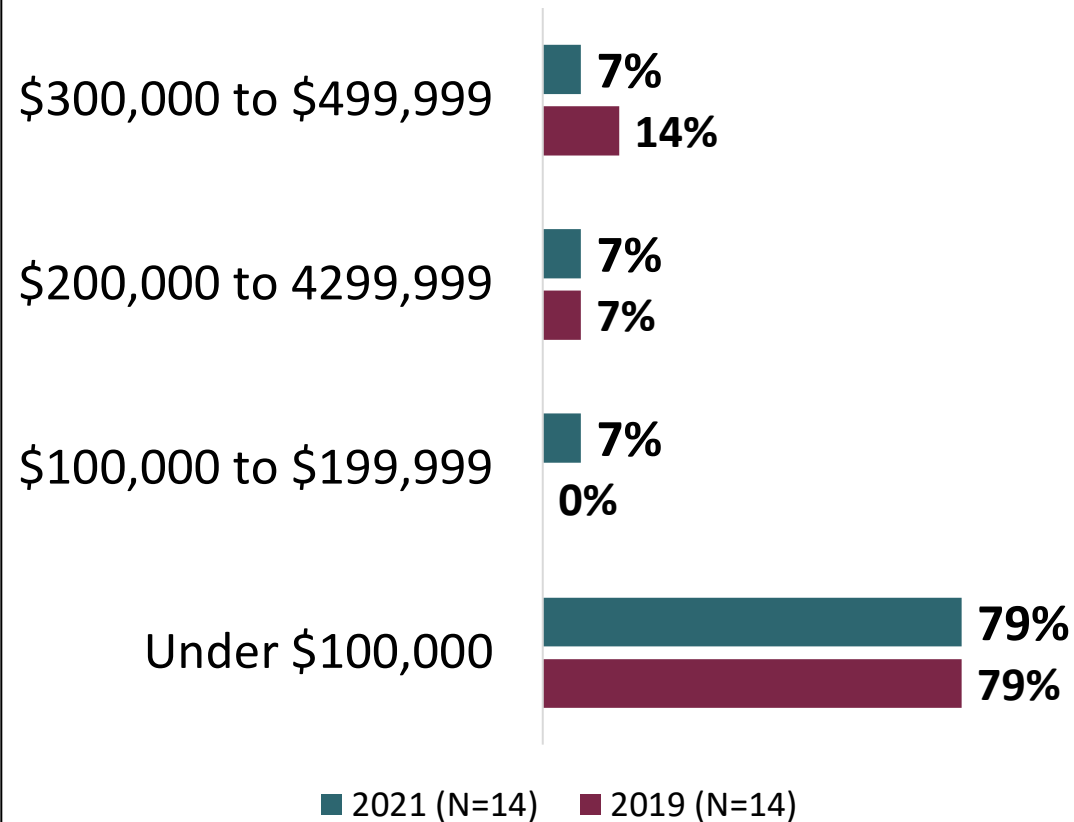


Average 3.5 of 6 disciplines



About Half Responded to Revenue Question

What is your organization's annual revenue? (N=14)

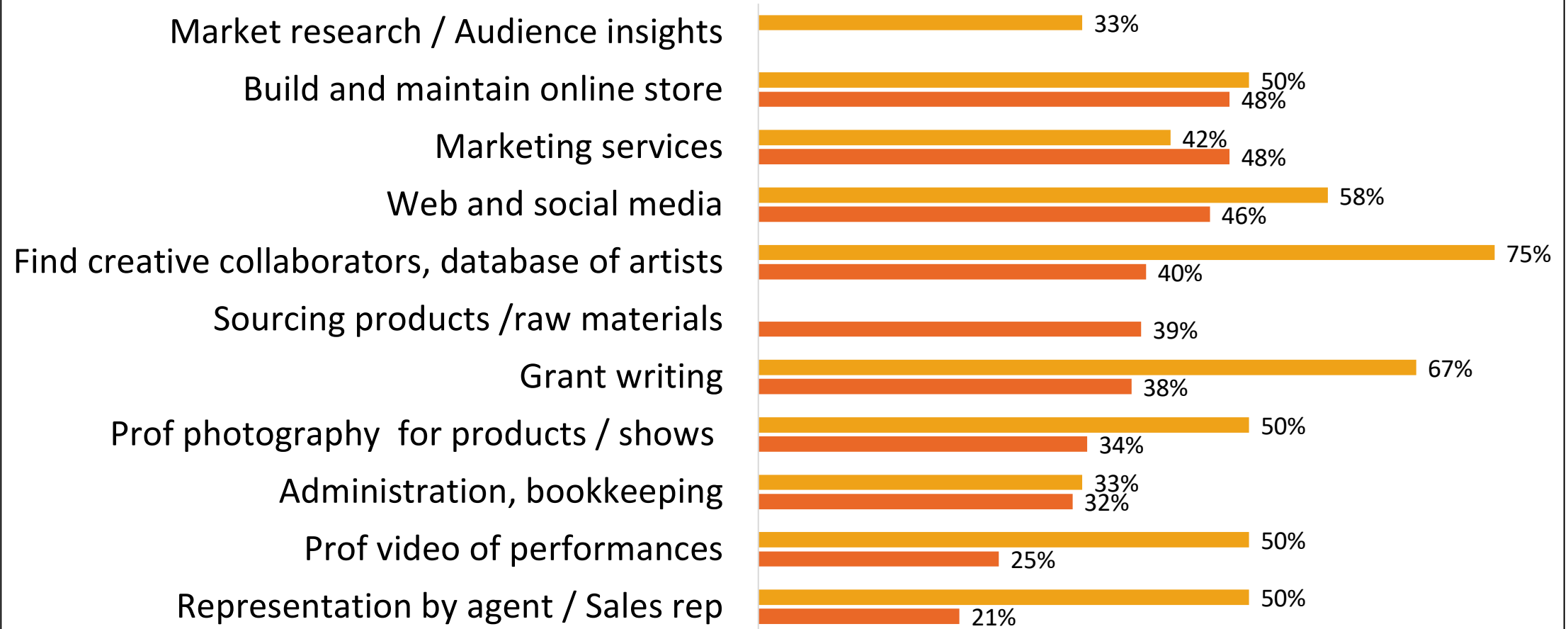


- Vast majority have budgets of less than \$100,000
- The breadth of services provided and activities offered is remarkable given the lack of financial resources to operate in a vast remote area such as Northern MB.



Potential Shared Services

■ Interested Organizations (N=12) ■ Artists



LET'S STAY IN TOUCH



Inga Petri
Strategic Moves
Whitehorse, Yukon

www.strategicmoves.ca
ipetri@strategicmoves.ca
613.558.8433 (mobile,
Canada-wide)