

# 2017–2020

## Strategic Plan

# STRATEGIC PLAN

In 2018, the Canadian Crafts Federation / Fédération canadienne des métiers d'art (CCF/FCMA) will celebrate its 20<sup>th</sup> anniversary. Two decades of collective action and community growth have had a significant impact on the strong, reciprocal connection between the CCF/FCMA and its founding members, the Provincial and Territorial Craft Councils. This collective work has built a strong, vibrant national craft network that continues to drive forward into the future.

Starting with Canada's 150<sup>th</sup> anniversary in 2017, and straight through to the third national festival of craft events with Craft Year 2020, this strategic plan covers an active period of public activity and community development. With a strong history behind it and the future full of inspiration, the CCF/FCMA is excited to have new and returning members and volunteers involved in upcoming programming.

To prepare for these pivotal years, the CCF/FCMA conducted a thorough review and renewal process, resulting in the following strategic plan. We are proud to present our updated strategic goals:

## UNITE

Encourage connection and exchange among the national craft network

## SUPPORT

Strengthen and empower the craft sector

## INSPIRE

Raise the profile of Canadian contemporary fine craft nationally and internationally

# RAISON D'ETRE

## MISSION STATEMENT:

Create connections and champion craft.

## MANDATE:

As a Federation of organizations, the CCF/FCMA works with the Provincial and Territorial Craft Councils and affiliate organizations to unite, enrich, empower and celebrate the professional contemporary craft sector through collaborative action, networking, and community development.

## VISION STATEMENT:

We envision a Canadian culture which embraces and values the artistic, economic, contemporary, historical and social significance of craft.

## APPROACH:

- We **unite** Canadian professional craft organizations in order to learn, share, collaborate, and strengthen the sector.
- We **create and deliver** programming and research that informs, engages, empowers, and celebrates the professional craft sector.
- We **identify and act** on craft based projects and collaborations that have regional, national, and international impact.
- We **actively pursue and develop** meaningful relationships with organizations, institutions, and government agencies that are committed to the advancement of the craft sector.
- We **advocate** for craft from a national perspective.

# HISTORY

Born from the ashes of the Canadian Craft Council, the Canadian Crafts Federation / Fédération canadienne des métiers d'art (CCF/FCMA) has worked to bring together the disparate voices of the national craft community since 1998. With the strength of twelve Provincial and Territorial Craft Councils forming the core of the Membership, the CCF/FCMA combines the experiences and perspectives of the councils with other craft institutions and organizations, which make up the CCF/FCMA's Affiliate Membership. Each individual member of these organizations is recognized as a defacto member of the CCF/FCMA, allowing us to make a difference for over 5300 craft artists and organizations.

Because of its unique structure, the CCF/FCMA is able to share project workloads and pool resources amongst its many members in order to accomplish national goals. Throughout its almost 20 year history, the CCF/FCMA has undertaken projects to advance the recognition of Canadian craft at home and abroad, developed programming and resources to aid craft organizations and those working in the field, and fought to support and strengthen craft structures, advocating and rallying to support craft practice across the country. Just a few of these great projects include an annual national craft conference for the past 11 years, research projects on the scale and breadth of craft practice and niche markets in 2003, international showcases of Canadian craft at the 2007 and 2009 Cheongju International Craft Biennale in South Korea and the 2007 Philadelphia Art Craft Show, supporting the presence of Canadian craft in Amsterdam in 2005 and at SOFA Chicago from 2012 – 2015, the creation of the popular 'Craft Year' celebrations in 2007 and

2015 (featuring a combined 1,596 craft events) and the launch of the national craft focused marketing campaign, Citizens of Craft in 2016.

With another Craft Year (2020) on the horizon, more international activity in the works, and a continued growth of the national conference, there is a spark in the air for the CCF/FCMA. For more information about the CCF/FCMA's organizational history please visit [canadiancraftsfederation.ca](http://canadiancraftsfederation.ca)

GOAL:

# UNITE

Encourage connection and exchange among the national craft network.

**The CCF/FCMA is first and foremost, a federation.**

Our primary goal is to connect the distinctive professional facets of the Canadian contemporary craft sector, embracing the diverse resources of our membership to form a vibrant national craft network.

Through the facilitation of craft-focused gatherings and the distribution of craft-focused information, we create and share opportunities, spark conversation and open doors to strengthen the craft sector.

## Objective #1

# NETWORKING

Bring professional organizations and individuals together to learn, share, and grow.

### INITIATIVES:

#### 1. Host Conferences & Symposiums

- A) Improve and expand upon the CCF/FCMA's 12 year history of annual conference activity, providing an inspirational professional development experience for the national craft network.
- B) Continue to encourage, support & guide regional craft symposiums, increasing access to national perspectives.

#### 2. Develop and Advance National Connections

- A) Invite national organizations to participate in conferences & symposiums, to bring national perspectives to the network.
- B) Host workshop sessions during conference & symposiums on relevant special interests to build professional connections & share best practices
- C) Invite national organization representatives to participate in events and committee activity to ensure a broad inclusion of different perspectives and experiences.
- D) Grow the CCF/FCMA's existing online presence, focusing on virtual connections through web-based structures in order to increase accessibility to networking opportunities, and relieve the restrictive financial and geographic burden of physical events.

#### 3. Develop and advance international connections

- A) Invite international participants to CCF/FCMA conferences and symposiums to bring external perspectives and experiences to Canada.
- B) Participate in international think tanks to increase awareness of Canadian craft perspectives and experiences with the larger craft world.
- C) Increase the number of international contacts to the existing e-newsletter subscription to ensure Canadian information reaches an international audience.

#### 4. Encourage organizations and ad hoc committees from across the national craft network to undertake projects and tasks that have national impact and benefits.

- A) Share opportunities and facilitate initial discussion and planning groups regarding large and small scale projects that affect the national craft network.

#### Future Visions:

- The CCF/FCMA National Conference becomes the most anticipated craft administration event of the year.
- Affiliate Membership in CCF/FCMA is seen as a marker of professionalism for craft organizations and institutions.
- The CCF/FCMA is seen as the go-to resource for Canadian craft information and contacts.
- A significant portion of CCF/FCMA meetings and activities are conducted through web-based systems.

## Objective #2

# DISTRIBUTE

Bring craft sector information to organizations & individuals.

### INITIATIVES:

#### 1. Promotional distribution

- A) Continue to populate CCF/FCMA social media accounts through collective action to share inspiring and informing content directly with the craft community.
- B) Expand content and increase circulation of the bi-weekly newsletter to ensure subscribers are informed of news, opportunities, and connected to relevant craft activity
- C) Work with Member organizations to encourage the circulation of CCF/FCMA materials, sharing national information with their regional memberships.
- D) Continue to write and promote bi-weekly blog posts to draw attention to important Canadian craft actions, advocacy, materials and events.

#### 2. Share resources relevant to member interests

- A) Host a web-based resource library of guides and sample documents for members to access. (e.g. information on standards & jurying, etc.)

#### Future Visions:

- The CCF/FCMA is recognized as a prominent source of professional craft information & inspiration.
- The CCF/FCMA's online resource library is regularly updated and fully accessible to members.
- The CCF/FCMA e-newsletter is heavily circulated nationally and internationally, considered a key resource for craft artists and organizations.

GOAL :

# SUPPORT

Strengthen and empower  
the craft sector

**The CCF/FCMA recognizes the great strength of collective  
craft community action.**

We provide connections, information and encouragement  
to the national craft network, ensuring that the craft  
sector is represented and recognized as a thriving  
component of Canadian culture.



## Objective #3

# ADVOCATE

Create & support craft sector advocacy initiatives to ensure needs and perspectives are heard by government and in the larger cultural sector.

### INITIATIVES:

#### 1. Work in and with the national cultural advocacy community

- A) Continue to be an active member of the Canadian Arts Coalition to ensure craft is represented in cultural advocacy actions at the federal level.
- B) Continue to act as a contributing member of the Visual Arts Alliance to ensure craft is included in the activity conducted by this vital sectoral collaboration.

#### 2. Participate in national advocacy actions

- A) Regularly consult with regional members to create national recommendations for, or responses to, changes in government policy or funding.

#### 3. Support regional advocacy actions

- A) Continue to ensure craft representation in Day on the Hill & other national advocacy actions, so that craft perspectives are heard by the federal government.
- B) Encourage and ensure the inclusion of craft in federal government departmental studies, improving the state of statistics available regarding craft practice in Canada.
- C) Ensure craft information and perspectives are shared during federal budget consultations, affecting policy and funding decisions that impact the cultural sector.

#### 4. Develop and promote national positions and best practices affecting craft practice

- A) Research, write and release position papers and best practices to provide reference material on the contemporary Canadian craft sector.

#### Future Visions:

The CCF/FCMA is recognized as:

- a key resource for Members of Parliament and government civil servants requiring craft specific cultural information.
- a key voice of craft in federal advocacy activities and actions.
- a strong and vocal supporter of provincial and regional level advocacy.

## Objective #4

# RESEARCH

Collect, create and circulate craft sector specific research materials.

### INITIATIVES:

#### 1. Gather and contextualize information of interest from craft stakeholders

- A) Identify and prioritize new and recurring areas of interest for specific research within the CCF/FCMA membership to direct the focus of the research scope.
- B) Continue and expand online survey activity to gather, review and contextualize new and recurring craft based information.
- C) Design and circulate new infographics based on the results of survey materials, ensuring that statistics are promoted through accessible means in both official languages.

#### 2. Develop a national study updating information on the Canadian craft sector

- A) Continue to identify and develop partnerships in the research community to build awareness of the craft sector and its potential for active study.
- B) Conduct an environmental scan of existing and required craft based research, identifying and prioritizing the knowledge gaps in the craft sector.
- C) Confirm partnership and pursue the completion of a national craft study, building upon existing research and promoting the results.

#### Future Visions:

- The CCF/FCMA undertakes regular and recurring study to track craft sector growth.
- The CCF/FCMA produces resource materials which are referenced by professionals and academics as the leading standard in craft definition and scope.
- National craft sector statistics are consistently up to date and readily accessible.

GOAL:

# INSPIRE

Raise the profile of Canadian contemporary fine craft nationally and internationally

**The CCF/FCMA is proud to promote the unique contemporary fine craft sector of our country.**

Craft is one of the many languages of our culture, a means to celebrate who we are and the values we share. We showcase Canadian craft, elevating its status as a respected art form and increasing recognition of Contemporary fine craft as a reflective, engaging and inspiring contributor to Canadian culture.

## Objective #5

# FACILITATE

Act as a catalyst for the exchange of information, opportunities and collective action

### INITIATIVES:

#### 1. Host special interest group sessions to encourage national awareness and engagement

- A) Continue to organize regular Provincial and Territorial Craft Council Executive Director sessions with targeted topics of interest (e.g. membership, shared projects, insurance, etc.).
- B) Continue to organize regular Council/Affiliate Member sessions with targeted topics of interest (e.g. gallerists, communications staff, etc.).

#### Future Visions:

- The CCF/FCMA is a valued point of contact for craft collaborations and administrative professional development.



## Objective #6

# COLLABORATE

Support team building and project management to ensure the development of partnerships for joint programming

### INITIATIVES:

#### 1. Facilitate special project management by identified partners to move collective goals forward.

- A) Continue to support long and short term marketing activity for contemporary fine craft, including Citizens of Craft.
- B) Create and support the circulation of online and live national craft exhibitions to increase national opportunities for craft artists and organizations.
- C) Promote, encourage participation in, and prepare for the national celebration of craft activity, Craft Year 2020, building upon the foundation of Craft Year 2007 and Craft Year 2015.

#### 2. Create a national web series to increase public awareness of and access to craft sector discussions.

- A) Research, organize and develop a national podcast or web series exploring contemporary discussion.

#### Future Visions:

- Citizens of Craft is a publicly recognized and celebrated marketing campaign.
- Craft exhibitions have increased in circulation and presence, including national and international exhibits in public museums and galleries on a regular basis. National craft exhibitions are documented and made accessible online and in both official languages.
- A national craft museum or gallery is launched.
- Craft Year 2020 is publicly recognized and celebrated (goal: 20% increase in activity over 2015).
- CCF/FCMA web materials are in high demand both within and beyond the craft-specific audience.



## Objective #7

# CELEBRATE

Shine a spotlight on the work of leaders in craft.

### INITIATIVES:

#### 1. Develop a public directory of the Canadian craft ecology

- A) Annually update the existing directory of contemporary fine craft organizations, associations, guilds, artist run centres, museums, galleries, boutiques and educational institutions.
- B) Develop a means for the public to access this directory through the CCF/FCMA website, building upon the existing resources available.

#### 2. Continue to manage and promote the Robert Jekyll Award for Leadership in Craft.

- A) Annually release the call for and selection of an annual Robert Jekyll Award winner.
- B) Raise the level of craft sector and public recognition of Robert Jekyll Award.
- C) Fundraise to increase the financial support for the Robert Jekyll Award.

#### 3. Continue to prepare and submit nominations for prominent national craft awards.

- A) Annually submit a nominee for consideration to the Governor General's Visual Arts Awards' Saidye Bronfman Award.
- B) Submit a nominee for consideration to the Order of Canada.

#### Future Visions:

- The Robert Jekyll Award is presented annually in a public forum, with increased media recognition.
- The Award includes a cash award, as well as support for laureate travel, accommodations and speaker fees.
- Additional awards and/or recognition programs are developed, including a 'national treasures' celebration of craft pioneers.
- The CCF/FCMA is a successful nominator of national awards, regularly putting forward winning nominations.
- The CCF/FCMA's 'craft ecosystem' directory is the number one resource for craft connections to craft organizations in Canada.

# GET IN TOUCH

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