



## MEDIA RELEASE

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For immediate release

### **Creatives Leading Resilient Pathways to Innovation**

The Creative City Network of Canada (CCNC), as project lead in a new partnership with national culture sector partners the Canadian Commission for UNESCO (CCUNESCO), Les Arts et la Ville, and the Cultural Human Resources Council, is excited to announce the release of a special report on the completion of Phase One of the two-phase research initiative *Cultural Resilience: Using Innovation to Stabilize in Times of Crisis*. “The Phase One report features twenty-nine survival stories of pandemic resilience from diverse arts sector creatives. In total, over 200 such stories were collected by Hill Strategies Research from all provinces and territories. The results were completely inspiring and exceptional. The report documents how artists and organizations stabilized revenue, maintained audiences, or created new streams of revenue during the pandemic. The artists’ outside-of-the-box thinking demonstrates the strength of our sector. The report as a whole is a storied collection of inspiring Canadian innovation,” explained CCNC’s Executive Director Kathleen Darby.

“The CCNC is thrilled to be working with our project partners. The impact of this project will be significant for the culture sector as a whole, as well as for those in government who are looking for ways to create programs based upon innovation and stability. Hill Strategies Research provided excellent work in seeking significant and diverse stories in this first phase,” said CCNC Board President Michael Tunney.

The Hill Strategies findings delves deep into 29 of over 200 multi-disciplinary creatives, all of which can be viewed at <https://hillstrategies.com/resilience-stories/>. From examples of digitally widening audience reach, as with the [Newfoundland Symphony Orchestra](#), to expanding how audiences interact with Indigenous arts and heritage as with [The Woodland Cultural Centre](#), cultural organizations were highly resilient. In the case of The Woodland Cultural Centre, visitors can better understand the scope of Haudenosaunee history including the residential school system and the power and vitality of the community’s culture as shared by the centre through virtual touring.

The research findings revealed how Canadian organizations reimagined what they offer when faced with the pandemic’s limiting influence and found that their reach could be so much more than they expected, geographically and demographically. “As far as we are aware, this is the only global report and project that has drilled down to the qualitative data of what actually happened on the ground in the arts sector during the pandemic and how creatively gifted the sector is,” said Darby.

Roda Muse, Secretary General of the Canadian Commission for UNESCO, commented in support of the report’s results stating, “Amidst multiple crises and challenges that society continues to face, the report showcases the innovative ways that artists and arts, culture, and heritage organizations have found to not

only survive but thrive through their creativity and resilience. This fills me with hope and inspiration. This work reminds us that the arts nourish our communities and help us confront difficult times together with courage and open hearts.”

“Our communities are richer thanks to the talent of our Canadian artists. They’ve been deeply impacted by the pandemic, but they’re not giving up. Our artists comfort us, inspire us and tell our stories. We’re grateful for their resilience, innovation and creativity,” said the Honourable Pablo Rodriguez, Minister of Canadian Heritage. “The Government of Canada will continue to support artists, cultural workers and their sector through the challenges they face. We’ll continue to stand together.”

Creative City Network of Canada’s Kathleen Darby invites you to explore creative thought, “The celebration of the power of creatives engaging and lifting community spirit, with inventive powerful ideas and strength through the pandemic is a template for hope and vision moving forward. We are thrilled to be releasing these transformative and visionary stories and are now moving towards Phase Two, which will explore how to apply the discoveries of Phase One broadly in the sector. Professional development materials created in Phase Two will be presented live as well as digitally and will be available to all in both official languages on the CCNC, Cultural Human Resources Council, Les Arts et la Ville, and Canadian Commission for UNESCO websites beginning in June 2022.”

Creative City Network of Canada (CCNC) - <https://www.creativecity.ca/>  
Les Arts et la Ville (LAV) - <https://www.arts-ville.org/>  
Cultural Human Resources Council (CHRC) - <https://www.culturalhrc.ca/>  
Canadian Commission for UNESCO (CCUNESCO) - <https://en.ccunesco.ca/>

Consulting firm: Hill Strategies Research - <https://hillstrategies.com/cultural-resilience-project/>

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