

Press Release

Strengthening Craft Nova Scotia and Broadening its Impact

Craft Nova Scotia aiming to emerge stronger from COVID-19

Halifax, NS, December 16, 2021 ---

The COVID-19 Pandemic has caused much upheaval across the whole arts and culture sector in Nova Scotia and across Canada. Craft Nova Scotia had to close the physical Designer Craft Retail Shop, and we have been following public health mandates which have resulted in changes to our programs and services to members. We are grateful for the pandemic relief funding programs by the Governments of Canada and Nova Scotia to help us get through this period of uncertainty.

We recognize that we, like all arts organizations, must come to terms not only with the impacts of COVID-19, but also with the social movements of our time. As we look toward 2022, we are taking this opportunity to conduct an organizational and program review through the lenses of Truth and Reconciliation as well as equity, diversity and inclusion of people from diverse backgrounds and ethnicities.

Craft Nova Scotia will celebrate the 50th anniversary of its founding in 2023. While such anniversaries are a valuable opportunity to look back on how far we have come, it is important to carefully consider how we go forward into the future. This review process is timely and is designed to build a new legacy of repairing relationships, creating an inclusive organization with relevant programs for a diverse range of members and the wider craft community.

We have engaged a third-party consultancy, Strategic Moves, to facilitate the research and community engagement process over the next four months.

This initiative will include a review of our organizational structures, governance and programming to identify and reduce systemic barriers to the full and equitable participation of craft makers from across Nova Scotia's diverse communities. In addition, Strategic Moves will prepare a review of external trends, challenges and

opportunities, including how the arts sector at large is working toward recovery and resiliency, the digital transformation of society and trends in retail.

Members and the public will be invited and have the opportunity to participate in this work through roundtable conversations via Zoom meetings and an online survey.

“Craft Nova Scotia is a membership-based arts service organization that relies on the active participation of its current members as well as the wider craft community to help shape the next phase in our evolution. A sub-committee of Craft Nova Scotia’s Board of Directors is acting as “process stewards” to ensure this work reaches out to and engages the full diversity of the craft community and to support the independent consultant’s work. From the outset, the voice of members and the wider craft community will be pivotal to shaping the outcomes of this initiative.” ***Deborah Wheeler, President, Board of Directors, Craft Nova Scotia***

Information and updates about this work, and the opportunities to participate during the early part of 2022, is available at craftnovascotia.ca/review

About Craft Nova Scotia (craftnovascotia.ca)

Craft Nova Scotia is located within Mi’kma’ki, the ancestral and unceded territory of the Mi’kmaq People. This territory is covered by the *Treaties of Peace and Friendship* of 1726. We acknowledge and honour the Mi’kmaq people who have cared for and continue to care for this land.

Craft Nova Scotia, (also known as Nova Scotia Designer Crafts Council), is a non-profit, charitable arts service organization that works to encourage and promote both the craft movement in Nova Scotia and the public awareness and appreciation of craft products and activities.

Craft Nova Scotia was formed in 1973 to support and develop the quality craft movement. Today, it is the provincially recognized craft organization; we have a membership of approximately 300 individual artisans and craft enthusiasts and represent over 1,000 others through various member groups and guilds.

About Strategic Moves (www.strategicmoves.ca)

Strategic Moves, founded by Inga Petri in Ottawa in 2007, is now located in Whitehorse, Yukon on the Traditional Territories of the Ta'an Kwäch'än Council and Kwanlin Dün First Nation. These are self-governing nations that negotiated modern treaties (2002; 2005) under the Umbrella Final Agreement between the 14 Yukon First Nations and the Governments of Canada and Yukon.

Strategic Moves operates at the crossroads of research, strategy and marketing. Our success in working with organizations in the public and private sectors, is the result of designing highly dynamic, collaborative approaches that guarantee the purposeful, ongoing participation of clients and stakeholders backed by data-driven research and analysis. Since 2007 we have gained a national reputation through large-scale national studies, and major research and strategy assignments at the national, provincial/territorial and regional levels. Strategic Moves maintains a strong focus on the arts and cultural sectors in every province and territory in Canada, including in Nova Scotia and the Atlantic Region.

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