

PEACE LIARD REGIONAL ARTS COUNCIL – GUIDING PRINCIPLES

1. *The Peace Liard Regional Arts Council recognizes the structural racism, violence and inequities that exist in our society and the arts and culture sector. We are committed to identifying issues of system racism in our region and organization and to work to dismantle systems that fail the Black, Indigenous, and LGBTQ communities.*
2. *Continue to encourage communication and partnership of all arts organizations and groups within the region*
 - Maintain attendance on a regular basis of designated regional representatives when applicable.
 - Form supportive partnerships with arts organizations within the region which represent diverse arts disciplines.
 - Continue to reach out to struggling arts councils within the region to help maintain their effectiveness and viability in the face of changing economic climates and community demographics.
 - Define our target “market” for arts programming and explore the most effective avenues of communication with those markets.
 - Encourage the inclusion of cultural diversity within the region.
 - Recognize the importance of Indigenous heritage within the region.
2. *Strengthen the PLRAC support for all art disciplines*
 - Continue to encourage groups to have a regional impact.
 - Continue to partner/co-host events and programs.
 - Encourage audience development by sharing resources within the region and promoting coordinated event planning.
 - Continue to encourage contributions towards existing resource manuals and data bases:

e.g. Regional Artists Data Base

- Compile a list of references as they are made known to our member groups on various professional development issues:
 - Fundraising
 - Grants
 - Board Development
 - Developing special events
- Encourage all community arts councils in the region to begin the process of completing a community cultural scan and developing a cultural policy with their municipality

3. Raise the awareness of the activities of the PLRAC

- Continue to promote the PLRAC identity (slogan and logo) throughout the region in all media, correspondence and social media (website, email newsletters, Facebook, Twitter)
- Develop networks with regional media
- Provide leadership in increased political awareness
- Encourage personal contact with municipal and regional politicians
- Encourage involvement in advisory boards
- Encourage all members to be informed about the politics surrounding the arts on local, regional, provincial and federal levels
- Encourage dialogue with the media, politicians and the public sectors about the impact of arts and heritage throughout the region

4. Support regional visual, performing and literary artists in professional development

Through the support of regional groups and organizations, aim to provide discovery level and emerging artists of all disciplines with strategies to improve and develop their presentation capabilities

- Explore the possibility of delivering a series of professional development workshops throughout the region
- Identify funding for the workshop series
- Deliver a comprehensive program of workshops throughout the region
- Respond to opportunities from outside the region for professional arts development within the region

5. Encourage Community Arts Councils to include youth in their planning process.

- Encourage each community arts council to have at least one person on their board who is under 25 years of age.
- Encourage each arts council to network with existing youth groups within their community to promote the development of cultural activities within those groups.