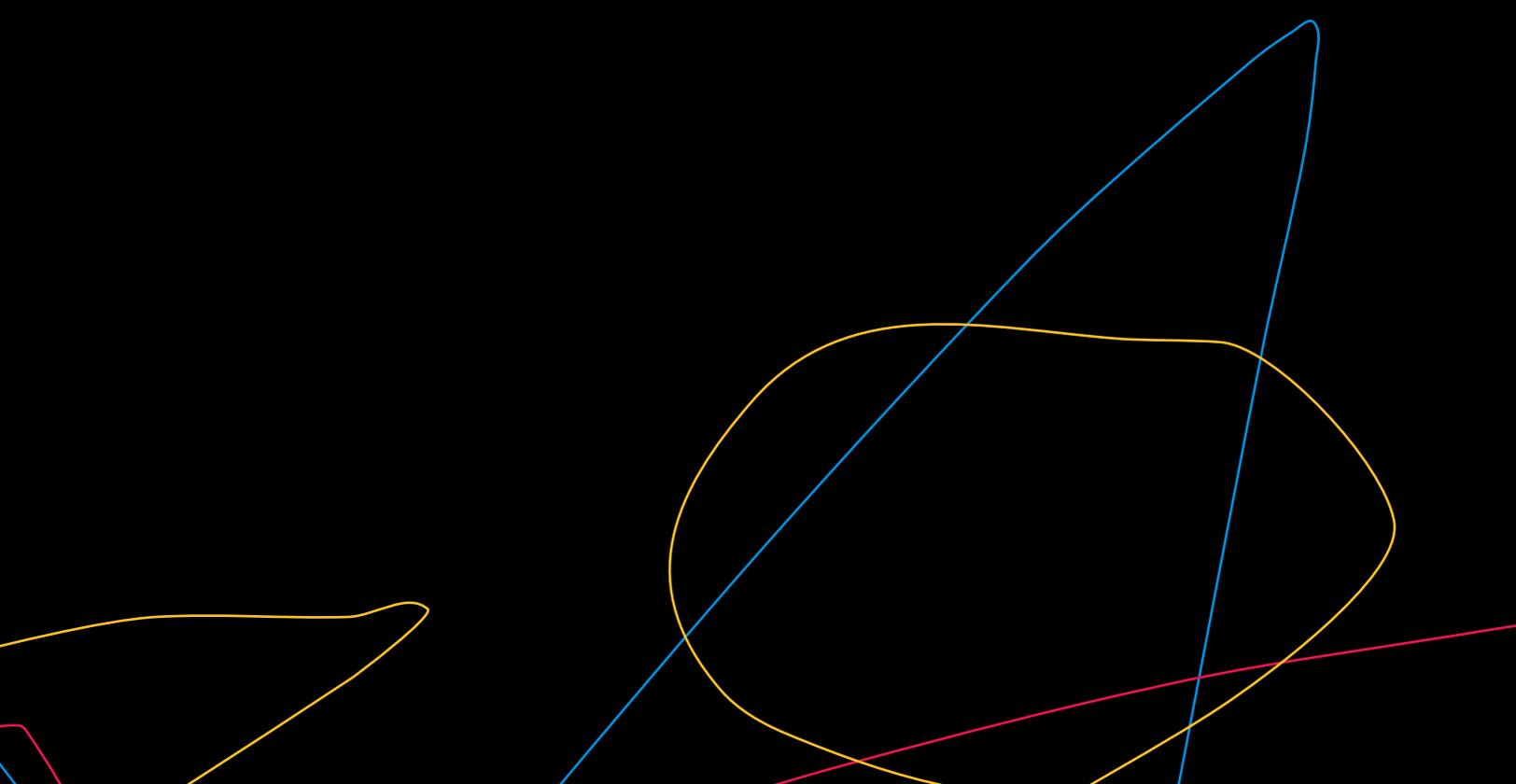


# 2018-2020 STRATEGIC PLAN



## MISSION

The Conseil des arts de Montréal identifies, helps, supports and recognizes excellence in artistic creation, production and dissemination, with a view to the ongoing development of the professional artistic community throughout the Island of Montreal.

The Conseil relies on its expertise, its dynamism, its spirit of innovation, its governance and its ability to bring together, and also on ongoing exchanges with the arts community, citizens and municipal, governmental and economic partners.

## ORGANIZATIONAL VALUES

### Equity

Parity, representativeness, balance

### Audacity:

Openness to difference and risk-taking

### Agility

Propensity for the development of original initiatives, ability to measure and adjust in real time

### Proximity

Accessibility, presence in the field, priority on listening, identifying talent

### Ethic

Clarity and objectivity of evaluation criteria, rigour of decision-making processes, free flow of information and decisions, sound governance

## VISION

As a leader and catalyst in Montreal's artistic community, the Conseil des arts de Montréal acts as the primary support body, thus contributing to Montreal's outreach as a major world cultural metropolis, recognized at home and abroad for its artistic vitality, its inclusiveness and its ability to innovate.

By 2020, the Conseil will have fulfilled the following ambitions:

- + **To be recognized** for its proximity, its representativeness and its "synchronicity" with Montreal's cultural fabric;
- + **To be characterized** by its local grounding throughout the Island of Montreal;
- + **To be known and perceived as the primary support body** for welcoming organizations and projects, and recognized for its ability to "make things happen;"
- + **To be recognized** for its unique and fundamental role as a catalyst within Montreal's and Quebec's artistic ecosystem;
- + **To endure** by means of actions consistent with its ambitions.



MAXIMIZE THE CONSEIL  
DES ARTS DE MONTRÉAL'S  
IMPACT FOR  
PROFESSIONAL ARTISTIC  
EXCELLENCE IN MONTREAL

# 2018-2020 STRATEGIC PLAN OF THE CONSEIL DES ARTS DE MONTRÉAL

## THREE STRATEGIC PRIORITIES

1

### Inclusiveness

focus on equity and representativeness

2

### Outreach

recognize and support the presence of artists in our neighbourhoods and promote local, national and international dissemination

3

### Innovation

identify and support new practices and R & D

## ONE MAJOR TRANSVERSE ACTION

4

### Consolidate our role as a catalyst

Note :

The actions are listed in thematic rather than hierarchic order.

The action plan will be revised regularly and updated annually, in accordance with the priorities of the community and budget allocations.

# OUR ACTIONS

## 1—

### Inclusion

#### Focus on equity and representativeness

Following more than 10 years of actions to promote cultural diversity in the arts, the Conseil des arts de Montréal wishes to adopt an inclusive approach that will take into account the needs of artists from groups that are under-represented in our society. Indigenous artists, Anglophone artists, new talent and artists from cultural communities make a significant contribution to Montreal's artistic vitality. The Conseil wishes to be part of the outreach of the excellence of works arising from the mosaic of our professional artistic community.

##### 1.1—

Reinforce relations with creators from indigenous communities

##### 1.2—

Promote cultural diversity, including diversity of practices, within all artistic sectors

##### 1.3—

Recognize the contribution of Anglophone creators to Montreal's artistic vitality

##### 1.4—

Aim for greater intergenerational equity and support transmission (emerging talent, intermediary companies, succession)

##### 1.5—

Identify, recognize and support inclusive practices promoting the involvement of artists and cultural workers, and accessibility to arts and culture (artistic and management practices, and for under-represented audiences)

##### 1.6—

Achieve better balance between genres, notably for male-female parity within the artistic community

##### 1.7—

Provide food for thought about intangible heritage and determine areas in which the Conseil might take action

##### 1.8—

Ensure a better balance in the allocation of support for operations

# OUR ACTIONS

## 2-

### Outreach

## Recognize and support the presence of artists in our neighbourhoods and promote local, national and international dissemination

With the program Conseil des arts de Montréal en tournée, for the past 35 years, throughout the Island of Montreal, the Conseil has been presenting works by hundreds of artists to Montrealers. The Conseil wishes to increase and develop artistic events originating in our communities and giving rhythm to the life of our city. It also wishes to facilitate the participation of Montreal's artistic organizations in economic, commercial and cultural missions abroad, and to further its activities designed to recognize the achievements of our professional artists. It also plans to strengthen relations between the artistic and education communities

#### 2.1—

Increase and enhance the value of local initiatives

#### 2.2—

Increase support for local and national dissemination – tours and residencies

#### 2.3—

Become a partner throughout Montreal to strengthen ties between the artistic community and education

#### 2.4—

Promote the international outreach of Montreal's artists

#### 2.5—

Continue the holding of recognition activities - Grand Prix and other awards

# OUR ACTIONS

## 3—

### Innovation culture

#### Identify and support new practices and R & D

The Conseil wishes to keep abreast of new ways of doing things within the artistic community since we must support innovative practices. The Conseil aims, furthermore, to demonstrate the extent to which art plays a determining role in the daily lives of Montrealers.

##### 3.1—

Recognize and support new innovative practices in organizations (artistic practices, management models, R&D)

##### 3.2—

Promote the adoption of digital technology

##### 3.3—

Develop a discourse valorizing the arts

# OUR ACTIONS

## 4—

### Consolidate our role as a catalyst

The Conseil definitely plays a leveraging role in Montreal through its closeness to professional artists. It wants to get out and meet artists more often, welcome more of them to our affordable studios at the Maison du Conseil des arts de Montréal and formalize its talent-scouting and coaching services.

#### 4.1—

Do more talent-scouting

#### 4.2—

Increase and formally recognize our coaching services for artists and organizations

#### 4.3—

Leverage the services available at the Maison du Conseil

#### 4.4—

Encourage partnerships – entrepreneurship, business, associations, big institutions, social economy, etc.

#### 4.5—

Aim for the development of a strong philanthropic culture with Montreal's artistic community

#### 4.6—

Rethink the in-house organization of work

#### 4.7—

Measure the impact of our actions on Montreal's artistic community