



FOR RELEASE  
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## **New visual arts and craft strategy outlines opportunities for growth**

WHITEHORSE—The Yukon government and the visual arts and craft sector partnered to develop a strategy to grow and expand the industry to benefit Yukon's economy and way of life.

"The territory's arts and craft sector is an important contributor to economic diversification," Minister of Economic Development Currie Dixon said. "The strategy will build on the past, identify current successes and look forward to new opportunities for industry development."

The Yukon Visual Arts & Craft Strategy follows on the original strategy created in 2001. The 2013 strategy outlines the sector's mandate to facilitate career development and economic viability for those working in the sector and to contribute to Yukon's social and economic well-being.

"Artisans play a key role in creating the vibrant cultural scene that makes Yukon a great place to visit and call home," Minister of Tourism and Culture Mike Nixon said. "The strategy is part of the government's ongoing commitment to support the talented individuals working in this dynamic sector."

The strategy was developed by a steering committee comprising 15 arts and craft organizations with two visual artists. At a cost of \$65,000 the project was led by the Yukon Art Society and funded by the departments of Economic Development and Tourism and Culture.

"Today we have many more visual arts organizations, art galleries, cultural centres, fairs and markets compared to 2001, which all contribute to Yukon's arts and craft sector," Yukon Art Society board member Charlene Alexander said. "The 2013 strategy provides a road map to identify challenges and opportunities for future growth within this sector."

The steering committee identified four strategic priorities:

1. A united voice for coordinated training and marketing efforts, knowledge sharing, advocacy, and opportunities to build links to other economic sectors.
2. A strategic marketing campaign to increase visibility and demand for Yukon visual arts and craft locally and in other national and international markets.
3. Training and professional development opportunities that foster artistic, technical and business excellence in the sector.
4. Partnerships that advance the artistic and economic aspirations of Yukon artists and craftspeople.

### **Learn more**

Yukon Visual Arts & Craft Strategy: [www.tc.gov.yk.ca/craft\\_strategy](http://www.tc.gov.yk.ca/craft_strategy)

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Contact:

Elaine Schiman  
Cabinet Communications

867-633-7961  
elaine.schiman@gov.yk.ca

Laurel Parry  
Arts Manager, Tourism and Culture  
867-667-5264  
laurel.parry@gov.yk.ca

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