

# Join ArtBridgeCanada's Advisory Council

Lend Your Expertise, Elevate Canadian Art



**ArtBridgeCanada<sup>®</sup>**





# Who We Are

Introducing  
ArtBridgeCanada

- Federally registered not-for-profit uniting Canadian artists across geography and culture.
- Rooted in research (Creative Pathways Survey) and ARABELLA Inc.'s publishing & promotion expertise.
- Addressing the identified gaps by fostering equity, inclusion, and sustainability.



# The Challenges We Address

## Why We Need Insightful Advisors

- **Fragmented Landscape:** Many Canadian artists - especially those in rural, remote, or historically underrepresented communities - struggle with limited access to professional networks and creative resources.
- **Equity Gaps:** Indigenous, Francophone, and minority voices often remain underrepresented in mainstream arts platforms, limiting cultural diversity and innovation.
- **Lack of Sustainable Support:** Artists frequently encounter barriers to securing stable income, career mentorship, and opportunities for continuous professional growth.





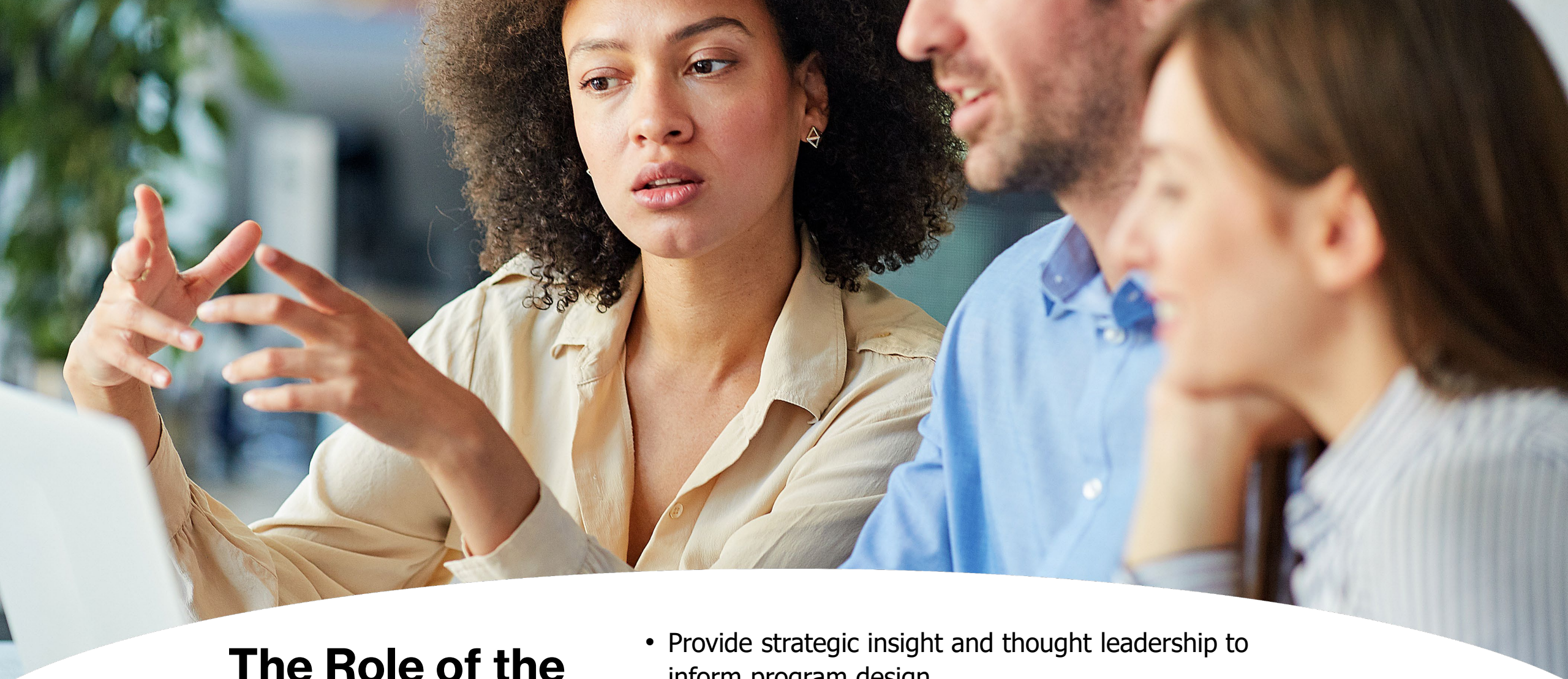


## Mission & Vision

**Mission:** Empower and unite Canadian artists through mentorship, resources, and collaborative networks

**Vision:** A future where all artists - urban, rural, Indigenous, Francophone, and more - actively shape Canada's cultural identity and thrive sustainably.





## **The Role of the Advisory Council**

Your Influence at  
ArtBridgeCanada

- Provide strategic insight and thought leadership to inform program design.
- Offer guidance on emerging trends in the arts, technology, philanthropy, and policy.
- Support outreach, connect us to new partners, and help identify funding or program opportunities.





# Expectations & Participation

## What's Involved

- **Periodic Advisory Sessions:** Participate in 2-3 group calls or virtual roundtables per year.
- **Thought Leadership:** Offer occasional feedback on strategic initiatives, proposals, and resource materials.
- **Flexible Engagement:** No fiduciary or governance responsibilities - focus on providing insight, not daily operations.



# Programs & Initiatives

## Building Bridges Across the Country

- **National Artist Directory & Online Forums:** Help artists find peers, mentors, and opportunities.
- **Mentorship Programs:** Pair emerging creators with seasoned professionals to accelerate career growth.
- **Workshops & Webinars:** Offer training on marketing, grant writing, digital tools, and cultural entrepreneurship.
- **Regional Showcases & Exhibitions:** Promote diverse talent, highlight cultural richness, and increase public engagement.





# Desired Profiles

## Who We Are Looking For

- Experts in the arts, cultural policy, philanthropy, arts education, marketing, finance, technology, or community development.
- Individuals who value equity, diversity, and inclusion in Canada's cultural landscape.
- Well-connected leaders interested in promoting Canadian artists nationally and internationally.







# Benefits of Joining

## Why Join the Advisory Council?

- Influence meaningful change in Canada's arts ecosystem.
- Expand your professional network, connecting with fellow advisors, artists, and cultural institutions.
- Access behind-the-scenes insights into emerging trends and innovative arts programming.
- Enhance your leadership profile by contributing to a national arts initiative.





# Examples of Impact

## Your Advice, Real Results

- Advisors help shape mentorship curricula, guiding artists toward greater professional success.
- Advisory input on equity strategies increases representation of Indigenous, Francophone, and rural artists in national showcases.
- Suggestions on digital engagement tools drive enhanced platform features, improving artist-to-artist connections.





# Next Steps & Contact

Ready to Lend Your Expertise?

- Contact Brian Usher at [dr.brian.usher@artbridgecanada.ca](mailto:dr.brian.usher@artbridgecanada.ca) or 905.246.7694 for more information.
- We'll share our strategic roadmap and discuss how your background aligns with our needs.
- Your input will help refine programs, broaden our reach, and amplify artist voices across Canada.





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