

# Sanatujut Sanajiit

A Strategy for the Arts  
in Nunavut

Prepared by:  
Government of Nunavut Department  
of Community Services  
September 2025



# Message from the Minister

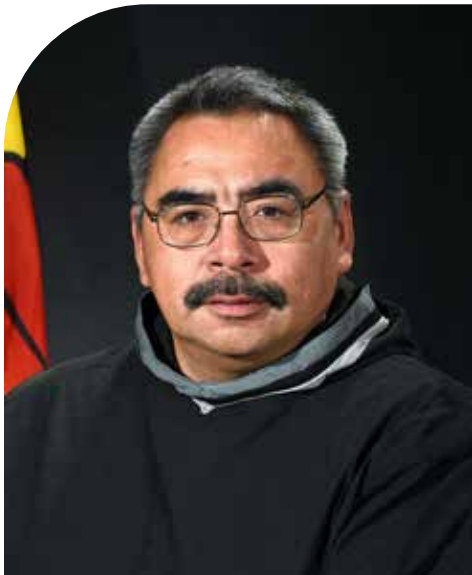
I am pleased to introduce *Sanatujut Sanajit: A Strategy for the Arts in Nunavut*.

For generations Nunavummiut have shared their skills in all aspects of life including through art. The Nunavut arts sector is rooted in our culture, our land, and our territory. The art we have created about our lives, for ourselves and for each other, we have in turn shared with the world to great acclaim. While our national and international reputation for art will continue to be a focus, this strategy, guided by the Katujjiluta Sixth Assembly Mandate aims to nurture and protect Nunavut's cultural, social and economic well-being. This involves ensuring that Nunavummiut enjoy the full benefits of their art, including increased revenues to artists.

We recognize the role of the arts in shaping the future of our territory. The Nunavut arts sector will continue to contribute to our collective sense of wellbeing and the vitality of our economy. As a government, we remain committed to supporting artists, entrepreneurs, and businesses.

Our territory is founded on cooperation and consensus decision making with the understanding that we create prosperity and security through collective effort. While our arts have incredible economic value, they have always been a vital element of who we are, often evoking togetherness and community through their creation and experience. This strategy itself is shaped by the collaborative effort of Nunavut's arts community and I offer my thanks to the individuals and organizations who generously shared their insights and expertise.

As we embark on the work laid out in this strategy, to innovate and develop our arts sector, we will be guided by Inuit Qaujimajatuqangit and our Inuit Societal Values, which hold our truth. The future comes from us, and our ability to plan and prepare. I am looking forward to the future with confidence that this strategy will help guide our efforts in a good way.



The Honourable  
David Akeeagok

Minister of the Department  
of Community Services

# Table of Contents

Message from the Minister	2
Executive Summary	6
Glossary	10
Introduction	12
Economic Impact	14
Building Partnerships	16
Collaboration and Consultation	18
Vision	19
Nunavut First	20
Innovation and Adaptation	22
Artist Centred	24
Collaborative Growth	26
Objectives	28
Establish a Strong Foundation	30
Empower Artists	32
Strengthen Partnerships and Communication	34
Amplify the Profile of Nunavut Arts	36
Next Steps	38





# Executive Summary

*Sanatujut Sanajjit: A Strategy for the Arts in Nunavut* aims to enhance the sector's value for Nunavummiut in alignment with the Government of Nunavut's Katujjiluta Mandate. The strategy acknowledges the connection between art and Inuit Qaujimajatuqangit, ensuring that the sector's development reflects our territory.

The contributions of Nunavummiut artists to their communities and territory are significant. With 7,811 artists working in Nunavut, the sector supports 1,470 full-time equivalent jobs, adding \$50 million to Canada's Gross Domestic Product.

Beyond economic impact, the arts play a key role in our well-being. They foster community cohesion, preserve cultural identity, support language continuity, and offer spaces for self-expression and healing, all of which strengthen social determinants of health. Additionally, the arts contribute to place-making within the tourism sector, shaping Nunavut's identity and attracting visitors. In this way, art supports a holistic vision of community development aligned with Inuit Qaujimajatuqangit, advancing both economic resilience and social vitality.



Nunavut has the highest per capita concentration of artists in Canada—40 times the national average—making the arts a vital economic driver.

Building on these significant contributions, this strategy focuses on the aspirations of Nunavut communities and celebrates the creative vision of artists (“sanatujut sanajiit”). Developed through collaboration with stakeholders across the arts sector, it emphasizes the importance of partnerships for successful implementation. The following table outlines the strategy’s vision, objectives, and actions ensuring the continued success of Nunavut’s art sector for the benefit of Nunavummiut now and in the future.

*One Day in the Life of Noah Piugattuk* courtesy of Isuma



# Vision

## Nunavut First

The arts sector prioritizes the economic, cultural, and social well-being of Nunavummiut, with the arts serving as a key driver of community wellness and self-determination.



### Avatittinnik Kamatsiarniq

Respect and care for the land.

### Pijitsirniq

Serving and providing for family and community.

## Innovation and Adaptation

The arts sector builds on the rich tradition of innovation and creativity among Nunavummiut artists, evolving with them and inspiring future generations to engage with the arts.



### Qanuqtuurniq

Being innovative and resourceful.

### Tunnganarniq

Fostering good spirits by being open, welcoming, and inclusive.

## Artist-Centred

The arts sector is dedicated to supporting Nunavummiut artists, with programming, policies, and initiatives shaped by their experiences and input.



### Inuuqatigiitsiarniq

Respecting others, relationships and caring for people.

### Pilimmaksarniq/Pijariuqsarniq

Development of skills through observation, mentoring, practice, and effort.

## Collaborative Growth

The arts sector fosters collaboration among artists, administrators, organizations, and stakeholders to strengthen the arts, building support networks and connections across communities.



### Aajiiqatigiinniq

Decision making through discussion and consensus.

### Piliriqatigiinniq/Ikajuqtigiinniq

Working together for a common cause.



# Objectives

# Summary of Actions

## Establish a Strong Foundation

Ensure stability and sustainability across the arts sector.

- Develop and refine business models, funding programs, policies, and legislation.
- Collect and analyze industry research and data.
- Explore opportunities to create new arts infrastructure.

## Empower Artists

Provide artists with the tools and support to grow and advance their careers.

- Develop art production and presentation spaces.
- Fund innovative programs that support education, training, and entrepreneurship while empowering artists to create in Inuktitut.
- Support professional development by strengthening national and international networks.
- Empower artists to create and work in Inuktitut through language-specific funding, education, training, and mentorship initiatives.

## Strengthen Partnerships and Communication

Enhance collaboration and informed decision-making by improving communications and access to relevant information.

- Create platforms to share vital information and promote the arts sector.
- Promote and strengthen Inuktitut through its use in sector-wide communications.
- Implement best practices for communications, strengthening Inuktitut across the sector.
- Forge connections between the arts, other sectors and wider public policy goals.

## Amplify the Profile of Nunavut Arts

Tailor export strategies to reflect the goals and interests of Nunavummiut artists and communities.

- Support artists in creating authentic work on their own terms.
- Focus on engaging local audiences, leveraging opportunities for international recognition and economic impact.
- Retain and develop talent through career advancement opportunities.

# Glossary

This glossary describes important words and concepts used in this strategy. The explanations below are not exhaustive, and do not replace the personal, individual language used by artists, administrators, and organizations to express their identities and activities. It is intended as a reference for readers, particularly those who may be new to or unfamiliar with the arts sector.

## Art

Distinctions that are made between art and craft are a cultural perspective that has sometimes been used to diminish the work of artists of non-European descent. Within the Nunavut arts sector, no distinction is made between arts and crafts. They hold equal value. For the purposes of this strategy, the term “arts” is used to encompass a wide range of creative practice.

## Artists

In this strategy the term “artists” is used to refer to a wide variety of individuals engaged in various forms of creative production across the arts. It includes visual artists, musicians, performers, actors, dancers, writers, filmmakers, fashion designers, seamstresses, toolmakers, carvers, among many others. While their roles are distinct, they share a common activity of artistic and creative expression.

## Arts Sector

Refers to Nunavut's artistic and creative community and all the artists, administrators and organizations that contribute to creating, presenting and distributing art and creative content. The scope of the strategy includes disciplines across the entire spectrum of arts and creative production like carving, printmaking, filmmaking, music, writing, dance, fashion design, illustration, graphic design and animation, among many others.

## Administrators

Administrators includes agents, curators, editors, producers, publishers, stage managers, technicians, and translators working in the arts. It also includes people who do not work in roles directly associated with the arts but who sometimes engage in work that supports the sector, like Community Economic Development Officers. The term describes people who may not consider themselves to be artists, but who are necessary to creation, presentation or distribution.

## Inuit Qaujimajatuqangit

Inuit Qaujimajatuqangit — sometimes abbreviated as “Inuit Qaujimajatuqangit”— is an Inuktitut phrase that describes a body of accumulated knowledge that forms the Inuit worldview. It is often translated as Inuit Traditional Knowledge. It comes from the verb root “qaujima-“ which means “to know” and is understood as “What Inuit have always known to be true”—it is a way of thinking and connecting all aspects of life in a coherent way.

## Inuit Societal Values

Inuit Societal Values are based in Inuit Qaujimajatuqangit and are a guiding policy of the Government of Nunavut intended to integrate Inuit Qaujimajatuqangit into the day-to-day operations of government to ensure that policies, programs and services are developed effectively. The eight Inuit Societal Values are defined and discussed in relation to this strategy in the Vision section of this document.

# Introduction

The vibrancy of art abounds in communities across the territory. Nunavummiut organize and attend fashion shows featuring intricately and traditionally designed sealskin and caribou kamiit and atigiit, embroidered and beaded accessories and leggings with original graphic patterns. Nunavummiut create, purchase, and wear jewellery made of gold, silver, sealskin, fish skin, baleen, caribou antler, bone, beads, and narwhal and walrus ivory. We write, direct, act in, and produce films and television programs. Nunavummiut produce soapstone, marble, and granite carvings as small as a few inches and as large as several metres tall, spin qiviut into yarn to knit and crochet hats, and transform geese feet into baskets. Community halls, schools and other public buildings host musical and theatrical performances and feature painted murals alongside embroidered duffel wall hangings. We write, illustrate, and publish books. Nunavummiut explore new ways of making art through digital media that they distribute online and turn into graphic t-shirts, cards, and posters. Youth learn from master seamstresses, printmakers, weavers and filmmakers to work collaboratively on their first amautiit, print collections, large scale tapestries and film sets. Communities attend exhibitions, screenings, theatre, music, and performing arts events conceived, produced, and presented by Nunavummiut, for Nunavummiut.

# “

Art is an intrinsic part of Nunavut’s identity, it is contained in Inuit Qaujjimajatuqangit, it is part of our everyday life, and it embodies our collective values.

It characterizes and distinguishes us as a territory, and it has clear societal benefits. Making art can help us express and understand our feelings, thoughts, and observations. It engages our senses, brings our imagination into being and can comfort us in challenging times. Art brings us together in celebration and shared experience. It is a way we communicate with each other, strengthening our Inuktitut language and identity as it carries stories through song, dance, carving, drawing, beading, writing, and film. It helps us make sense of our world; it challenges us to embrace new ways of seeing that can lead to action. Artists are important in shaping our communities. Their ideas, expressions and creations contribute to our collective well-being. This strategy, Sanatujut Sanajiit, is named for the creativity of Nunavummiut artists, inspired by their limitless vision and the vital role they play in enriching our lives.

Jolly Atagoyuk drawing at Nunavut Arts Festival (Photo: Mark Aspland)






# Economic Impact

Mary Qingnatuq with her wallhanging (Photo: Kathleen Nicholls)


This strategy responds to a key priority of the Government of Nunavut's Katujjiluta mandate by investing in sustainable local economies. As a pillar of the cultural, tourism and hospitality industries, the arts generate significant benefits for Nunavut's economy.



The production, presentation, distribution, and sale of art creates 1,470 full time equivalent jobs in the territory. Approximately 7,811 Nunavummiut (primarily Inuit) work as artists and rely on the consumption and sale of their art as a principal or supplemental income.<sup>1</sup>

Participation in the sector is extraordinarily high. At 40 times the national average, Nunavut has the highest per capita concentration of artists in Canada. Artists currently make up 33% of the Nunavut work force over the age of 15.<sup>2</sup>

 <sup>1</sup> [rcaanc-cirnac.gc.ca/eng/1499360279403/1534786167549](https://rcaanc-cirnac.gc.ca/eng/1499360279403/1534786167549)

 <sup>2</sup> [rcaanc-cirnac.gc.ca/eng/1499360279403/1534786167549](https://rcaanc-cirnac.gc.ca/eng/1499360279403/1534786167549)  
[hillstrategies.com/resource/statistical-profile-of-artists-in-canada-in-2016/](https://hillstrategies.com/resource/statistical-profile-of-artists-in-canada-in-2016/)

 <sup>3</sup> [rcaanc-cirnac.gc.ca/eng/1499360279403/1534786167549](https://rcaanc-cirnac.gc.ca/eng/1499360279403/1534786167549)



Art created by Nunavummiut artists has a worldwide reputation that contributes over \$50M to Canada's Gross Domestic Product annually.<sup>3</sup> The contribution of artists to their communities and the territory has clear social, cultural, and economic value.



# Building Partnerships

Ring by Jamasie Pitseolak in Floe Edge: Contemporary Art and Collaborations from Nunavut at AXENÉO7 (Photo: Justin Wonnacott)

The success of this strategy relies on collaborative effort and effective partnerships. The Government of Nunavut, through the Department of Community Services, will play the primary role in coordinating the implementation of this strategy with partners in the arts sector.

The role of Government in the arts has changed rapidly since the creation of Nunavut in 1999. Investment has shifted from the direct provision of workspaces, materials, marketing and local administrators to the development of increasingly independent and self-determined networks of non-governmental organizations and community and artist-led initiatives. This transition is in process and requires a collective effort to realize.

Accordingly, this strategy provides a direction for work to support the development and growth of the arts sector that must proceed in partnership. A successful implementation of the strategy depends on the collaboration and participation of artists, administrators and organizations in the sector, as well as other territorial government departments, Inuit organizations, municipalities, hamlets, and Chambers of Commerce. It stretches beyond our borders to include national arts organizations and national and international Inuit-led organizations that share common goals.



Above all, we must connect, collaborate and partner with Nunavut communities to support the development of local artist-led initiatives and organizations.



# Collaboration and Consultation

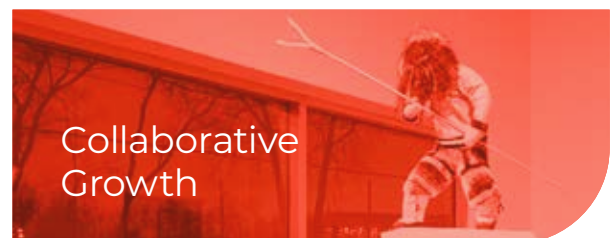
This strategy is built on a comprehensive research and consultation process including group discussions and individual interviews.

The development process began with a focus group with arts organizations in the territory, including Alianait, Qaggiavuut, Nunavut Arts and Crafts Association, Inhabit Media, and Nunavut Film Development Corporation. Through this discussion participants framed the current state of the sector, which helped to guide further consultation. The next phase of strategy development included interviews with 26 individuals representing 24 organizations from across the territory and artistic disciplines, from grass-roots community groups to Inuit Regional Organizations and government bodies.

Through these processes many ideas, values, challenges and goals were expressed and identified. Key findings inform the Vision, Objectives and Actions of this strategy.

# Vision

*Sanatujut Sanajit: A Strategy for the Arts in Nunavut* is shaped by the following vision:



This vision emerged from consultations with Nunavut's artistic community and is informed by Inuit Qaujimajatuqangit, Inuit Societal Values and the priorities of the Government of Nunavut.






# Nunavut First

Lamech Kadloo performing at Alianait Arts Festival (Photo: Vincent Desrosiers)

A Nunavut first approach maximizes the value of the arts for Nunavummiut by understanding value and capital as economic, social and cultural.



Art touches all aspects of our lives—our land, our families, our communities, our culture and our health and well-being among others.

Reflecting the Inuit Societal Values of Avatittinnik Kamatsiarniq (Respect and care for the land, animals and the environment), this strategy will focus on sustainable growth, and making investments in the arts sector with care, balance, and an awareness of the relatedness of all things.

Guided by the Inuit Societal Values of Pijitsirniq (Serving and providing for family and/or community), this strategy sets out objectives and actions that will:

- Ensure that our primary focus is that Nunavummiut enjoy the cultural, social and economic benefits of their art.
- Support the self-determination of Nunavut communities to explore and grow their distinct identity and culture through art.
- Recognize and celebrate the holistic role of the arts to other sectors and aspects of our lives like individual and community health and wellness.







# Innovation and Adaptation

Pattern making workshop with Koonoo Muckpaloo and Theresie Ukaliannuk at Nunavut Arts Festival (Photo: Mark Aspland)

This strategy positions the creative process as the foundation of innovation—an essential tool for the Nunavut arts sector to meet challenges with resourcefulness and perseverance. Nunavummiut artists are characteristically self-reliant and exemplify the Inuit Societal Values of Qanuqtuurniq (Being innovative and resourceful). Many artists work across multiple disciplines and utilize a wide range of media, some with deep-rooted history in the territory, alongside newer forms of expression. In doing so, they continue to evolve their unique artforms, generating artistic and economic success that benefits their families and communities.

Following the Inuit Societal Values of Tunnganarniq (Fostering good spirits by being open, welcoming and inclusive), Nunavummiut artists are open to new ideas, new ways of making and learning from and collaborating with each other.

Nunavummiut artists are open to new ideas, new ways of making and learning from and collaborating with each other.

This strategy embraces this vision, and sets out objectives and actions that will:

- Support innovation and adaptation by embracing experimentation and creating opportunities to explore, learn, inspire and collaborate.
- Ensure a sustainable arts sector by motivating, mentoring, and welcoming future generations of artists to become involved in the arts and develop and grow within their communities.

Becky Okatsiak painting at Nunavut Arts Festival (Photo: Mark Aspland)








# Artist Centred

Rodger Akshadjuak working at Matchbox Gallery

Guided by the Inuit Societal Values of Inuuqatigiitsiarniq (Respecting others, relationships and caring for people), we place artists at the centre of this strategy by recognizing their contributions. Artists are primary producers, and without their work, artistic and cultural institutions and businesses operating in the arts sector would have nothing to offer. This strategy places a strong emphasis on supporting artists to ensure the continued success of the sector.



Noah Maniapik with his art



Nunavummiut artists practice the Inuit Societal Values of Pilimmaksarniq/Pijariuqsarniq (development of skills through observation, mentoring, practice, and effort). They are dynamic, energetic, innovative, adaptable, and collaborative.

Nunavummiut artists embody the characteristics needed to strengthen our sector over the coming years.

In recognition of the central role of artists, this strategy sets out objectives and actions that will:

- Honour and respect artists' contributions to our communities, culture, territory, and economy.
- Pay special attention to the way artists work and develop policies programs, services, and initiatives that are aligned with their needs and support their success.
- Leave space for ideas and solutions to come from artists and artistic and creative communities.



# Collaborative Growth

Hunter by Mona Netser in Floe Edge: Contemporary Art and Collaborations from Nunavut at AXENÉO7 (Photo: Justin Wonnacott)

Collaboration is at the heart of the arts in Nunavut. It is reflected in the way artists work and in the ecosystem that we call the arts sector. The sector is based in inter-generational and peer-to-peer learning as well as cooperation between individuals and among organizations. This creates security and sustainability by valuing everyone, embracing diverse perspectives and engaging in discussion and compromise to achieve mutually beneficial outcomes.

The growth of the sector depends on working towards shared goals among artists, organizations and communities and extends to the development of partnerships with stakeholders outside the sector that have related and connected interests. To successfully deliver our strategy we must join effectively with others to realize our shared intentions. In doing so, this strategy reflects the Inuit Societal Values of Piliriqatigiinni<sup>q</sup>/Ikajuqtigiinni<sup>q</sup> (Working together for a common cause) and Aajiiqatigiinni<sup>q</sup> (Decision making through discussion and consensus).

This strategy sets out objectives and actions that will:

- Apply consensus and cooperation as essential values to achieving our goals and maintaining the well-being and vitality of the arts sector.
- Create opportunities for artists and artistic communities across Nunavut to connect and collaborate with one another.



The growth of the sector depends on working towards shared goals among artists, organizations.



# Objectives

Drawing on the vision of Nunavut First, Innovation and Adaptation, Artist-Centred and Collaborative Growth, this strategy is based on four objectives:



Establish a Strong Foundation



Strengthen Partnerships and Communication



Empower Artists



Amplify the Profile of Nunavut Arts

These objectives were identified through consultation with Nunavut's artistic community. Each objective includes supporting actions to achieve results that are described below.





# Establish a Strong Foundation


Damien Horiz in *Kiviug Returns* presented by Qaggiavuut! (Photo: Jamie Griffiths)

Nunavut's arts sector has changed significantly since *Sanaugait: A Strategy for Growth in Nunavut's Arts and Crafts Sector* was released in 2006.<sup>4</sup> The continued creativity and ingenuity of Nunavummiut artists has led to new approaches to artistic creation and production and evolved the support provided to this sector of the economy.

Over the last thirty years, the infrastructure that supports the arts sector has grown from a single non-governmental organization dedicated to representing and presenting the work of visual artists, to multiple organizations that support the creation, presentation, and distribution of art across numerous artistic disciplines.

Like other sectors, the arts require the development of effective policies, useful legislation, necessary informational and physical infrastructure, responsive funding programs and purposeful investments to thrive. These foundational elements must be regularly evaluated and monitored.

 <sup>4</sup> [gov.nu.ca/sites/default/files/Sanaugait\\_arts\\_strategy.pdf](http://gov.nu.ca/sites/default/files/Sanaugait_arts_strategy.pdf)



Over the last thirty years, the infrastructure that supports the arts sector has grown.

## Actions

1. **Explore the concept of a central body to provide representation, coordination, expertise and support** across the arts sector.
2. **Identify and advance policies** that support the continued development of a healthy and sustainable arts sector.
3. **Explore the development of infrastructure** that is vital to the continued growth of the arts sector.
4. **Conduct research and collect accurate and current statistical data about the Nunavut arts sector** that supports sound decision making and the development of representative, effective policies, initiatives, programs, and services.
5. **Ensure that funding programs for the arts are relevant, accessible and responsive.**
6. **Support the development and implementation of new business models in the arts sector** by encouraging ideas and activities that are led by Nunavummiut artists and communities.
7. **Consider legislative options and maintain informed dialogue about regulatory and legislative issues** that affect the remuneration and working conditions of artists—including copyright, taxation, and employment insurance—to ensure the rights of artists with special protections for Inuit artists.

A photograph of a woman singing into a microphone, overlaid with a teal color filter. The image is partially obscured by the title text.

# Empower Artists

Aasiva performs at Alianait Arts Festival (Photo: Vincent Desrosiers)

Nunavummiut artists are entrepreneurial by nature—they are creative, innovative, and resourceful. They invest time and effort developing their artistic skills and strive for sustainable careers as part of Nunavut’s \$50 million arts sector.

Compared to other Canadian provinces and territories, Nunavut has a significantly higher ratio of artists to organizations supporting the arts. If artists thrive, the entire arts sector thrives.

Artists need support to engage in creative experimentation, develop viable business ideas, access new artistic and professional experiences, and find spaces to create, perform, and present their work.

We can empower artists with professional development supports that build artists’ capacity. This includes accessible and inclusive training and education, both formal and informal, as well as mentorship opportunities. It also involves investing in primary, informal, and hybrid spaces for the production and presentation of art, alongside ongoing support for entrepreneurial and business skills.





We can empower artists with professional development supports that build artists' capacity.

## Actions

1. **Support the development of creative production and presentation spaces** that advance the creative and economic development of artists.
2. **Support innovation** through funding programs that recognize experimentation as a vital component of the creative process and value creation.
3. **Ensure the availability of artistic education and training** that is flexible, relevant and meets the needs of Nunavummiut artists.
4. **Encourage the development of entrepreneurial skills** among artists and enhance arts-based entrepreneurial ecosystems through funding and training.
5. **Provide beneficial professional experiences for artists** by strengthening national and international networks that support cross-cultural learning.



# Strengthen Partnerships and Communication

*Uiksaringitara (Wrong Husband) courtesy of Kingulliit Productions*

The Nunavut arts sector is an interconnected network of individuals and organizations. How these groups interrelate and their ability to share information and collaborate is important to the overall well-being of the sector.



Supporting partnerships and communication among cross-sector stakeholders facilitates informed decision making, new opportunities, competitive market advantages and long-term stability.

Making relevant information accessible ensures that resources have the greatest possible impact. While, providing historical, current and predictive intelligence about the sector will support individuals and organizations to carry out their work more efficiently, to transform information into actionable insights and to mobilize shared ideas.

Embracing a broader understanding of the interrelatedness of the arts to other sectors and our communities and territory will lead to a more authentic comprehension of the arts and in turn, more meaningful actions.

## Actions

1. **Develop a centralized platform to house and deliver essential information** within the arts sector.
2. **Develop best practices in communications** for the arts sector.
3. **Connect the arts with related sectors and public policy goals** including economic development, heritage, housing, community wellness and mental health to benefit from the realization of shared interests.

Natashia Allakariallak in *Kiviuq Returns*  
presented by Qaggiavuut! (Photo: Vincent Desrosiers)





# Amplify the Profile of Nunavut Arts

DANZ'AFRO workshop at Alianait Arts Festival (Photo: Vincent Desrosiers)

The global audience for Nunavut art is evidence of its distinctive and iconic nature and the incredible artistic and economic success of Nunavummiut artists. This remarkable artistic production depends on skills that have been passed from generation to generation, and on the creativity and ingenuity that is an integral part of Nunavut's culture.

The value created through Nunavut art is undeniable. It has regularly been used to brand Canada on the world stage through projects and events. Some notable examples include Winnipeg Art Gallery-Qaumajuq, the Venice Biennial of Art, the Venice Biennial of Architecture, the 2010 Vancouver Olympics, Expo '67, and the Cannes International Film Festival. Nunavummiut artists support job creation and revenue development in Canada and around the world through private sector sales of art and through the development of audiences and the securing of grant funding in the public sector.

While we continue to amplify the profile of Nunavut arts around the world, generating revenues from outside the territory, we must begin with the desires, goals, and interests of Nunavummiut.

The strategy will support artists to create authentically, on their own terms and not primarily based on the desires of export markets. It will prioritize the development and creation of jobs, infrastructure and organizations in the arts sector in Nunavut, led by Nunavummiut for a Nunavut audience, and it will invest in building Nunavut-based presentation and distribution networks that begin with local audiences.

“The strategy will support artists to create authentically, on their own terms.”

## Actions

1. **Focus on presenting art in Nunavut for Nunavut audiences,** with the potential to leverage that art for external audiences.
2. **Engage in talent retention** by providing opportunities for artists to advance their careers and access beneficial professional experiences in Nunavut.
3. **Develop presentation and distribution networks** that centre artists and are based in mutually beneficial collaboration.
4. **Cultivate optimal conditions for artistic creation and development in Nunavut** as the basis of a successful export strategy.

*Uiksaringitara (Wrong Husband)* courtesy of Kingulliit Productions



# Next Steps

The development of this strategy is the beginning of work that will be undertaken over the coming years. Ongoing collaboration among the many individuals and groups in the arts sector will be key to putting it in action.

In consultation with the sector, the Government of Nunavut will develop an Action Plan to accompany the strategy, that will identify the work, partnerships, costs, and timelines required to support the actions set out above.

To ensure transparency and accountability, the Action Plan will include performance measurements that will be assessed regularly in response to new opportunities and the availability of resources.

While there are opportunities and challenges ahead, this strategy is based on a shared determination to sustain and strengthen the Nunavut arts sector. It is built on optimism and confidence in the incredible talent and resilience of Nunavummiut artists. And, it is guided by the wisdom of Inuit Qaujimajatuqangit that tells us we can benefit the common good by planning ahead and preparing for the future.





