



SASKATCHEWAN CRAFT COUNCIL

**Saskatchewan Craft Council
Annual Report
April 1, 2023 – March 31, 2024**

REPORTING PERIOD

April 1, 2023 to March 31, 2024

LAND ACKNOWLEDGEMENT

The Saskatchewan Craft Council is located in Treaty 6 territory, the traditional territory of the Nêhiyawak and the Métis nation. As a provincial organization, our programs and services extend to lands of Treaties 2, 4, 5, 6, 8 and 10, which also include traditional territories of Nahkawiniwak (Saulteaux), Nakota (Assiniboine), Dakota, Lakota (Sioux), and Denesuline (Dene/Chipewyan). We gratefully acknowledge our relationship to this land and to each other. We recognize the benefits and responsibilities we have under these treaties and dedicate our efforts to working together in a spirit of collaboration and reconciliation.

MISSION

The Saskatchewan Craft Council (SCC) invites and connects the world to experience excellence in Saskatchewan craft.

STRATEGIC GOALS

SERVICE: The SCC fosters an environment where excellence in craft is nurtured, recognized and valued.

ENGAGEMENT: The SCC supports Saskatchewan craftspeople to flourish creatively and economically.

DIVERSITY: The SCC actively engages with and builds programming to reflect Saskatchewan's Indigenous, newcomer and diverse communities.

COMMUNICATION: The SCC communicates a strong brand that clearly identifies it as the trusted source that invites and connects the world to experience excellence in Saskatchewan craft.

CAPACITY: The SCC has the organizational capacity to deliver innovative and quality needs-based programming.

Highlights from the Board of Directors (Year-ending 2023-24)

Cindy Hoppe, Chairperson

Greetings, fellow Craft Council members, funders and citizens of this great province. You may be wondering why we're holding our 2023-24 AGM in June 2025. As many of you know, our executive director had a very challenging year. Carmen's husband (SCC member, Ian Preston) was very ill for most of 2024, resulting in the delay of many of the day-to-day tasks of our non-profit organization. This annual report may be disjointed in its presentation; we thank you for your understanding and support as we worked our way through the many challenges.

The gopher on the wheel in my brain is reminding me of the many 'to dos' there are on the list. It also appears that I have a scammer interested in my work who can only send me a 'check' from her daughter's savings account. My spidey senses had been tingling about this interest from the start. Guess I should have blocked the messages when they wanted a dolphin picture! Anyway, a typical day in the life of creatives in this province.

The board made the difficult decision to suspend Wintergreen in 2023. Christmas craft markets begin in late October and the marketplace is flooded with shows. Our venue options are limited, and increasingly expensive; staff time for a major show and the advertising costs associated with it did not allow for any new ventures to be included. The COVID hangover did not go away, and the deciding factors were declining attendance of the public over many years and declining member participation. We were fully aware of members reconsidering their membership considering this decision. We also have a corporate memory of the long, slow death of the Battleford Handcraft Festival. Instead, we are working with SaskGalleries to raise the profile of craft by offering members the chance to show their work alongside the galleries and encouraging the public to visit and shop at Art Now. This show will provide a quality opportunity for our members to show.

The board continues to work on Equity Diversity and Inclusion by focusing on Truth and Reconciliation through Treaty Implementation. Organizations in

Saskatoon, working through the Office of the Treaty Commissioner, have been gathering to work on their knowledge building and scanning their histories to help develop an action plan to move forward. Leah Moxley Teigrob has been our staff lead on this.

I am reading Craft Factors, (the newsletters/magazines that formed the glue and connected the Saskatchewan craft community from 1976-2004) looking for clues as to where the focus of the SCC was 50 years ago as part of the EDI work. It is fascinating reading and as a teenager helping my mom, Myrna Harris, with the Battleford Handcraft Festival, it is history I am a part of. There will always be challenges on the fiscal side and in the global environment we are in. The 70s were a time of increasing inflation into the 20% range at times by the early 80s. We are better together than on our own. Networks and connections help us all and having a phone number to call to get a question answered, can save us much valuable time, or open new opportunities that we never imagined.

We all can lobby our governments at all levels to remind them that the arts are important to the vitality of our communities and our lives. If you see a mayor, reeve or councilor, tell them how they can help make your show better, or a story of how many folks attended your event. If you see an MLA, government or opposition, say hello and identify yourself as an arts sector worker who appreciates the support of operating funding that allows our staff to work for you, and not constantly apply for new grants. If you see a survey looking for information on your craft business, fill it out. This is what helps inform all levels of craft member organizations to advocate on your behalf. The very first Craft Factor (it didn't have the name as yet), had a handwritten questionnaire that asked for people's information; only two members had filled it out by the time the next newsletter came out. (I suspect those two were likely writing the newsletter as well).

I would like to thank Lenneke Verweij for her service to the board. Her experience as a glass artist and businesswoman and her proximity to the office for cheque signing has been much appreciated. Strong board work on the membership committee and audit committee helps move decision making forward. Our staff work to make members more successful, whatever

that looks like to us. They keep up with constantly evolving platforms and then translate them to those of us who can't even cut and paste to get our work on boutique shelves, in front of exhibition attendees or into corporate and global opportunities.

Creative Saskatchewan and the City of Saskatoon are our major funders and sponsors. We are so thankful that their support enables us to function. The Broadway Business Improvement District is an important partner as well. By the time you read this, a new sign will be gracing our building that was made possible by member donations and many levels of funding.

Thank you to members who reach out and connect. We appreciate your input and insights anytime. Finally, thank you Carmen. for taking on each new challenge and making a new soup du jour out of the ingredients at hand. (The Craft Factor had recipes in many issues). All the best to our members, funders and supporters in the year ahead.

Report from the Executive Director

Carmen Milenkovic

The Saskatchewan Craft Council continues to find ways to support craft artists in our province. It's a challenge as we struggle with cash flow. While we work hard on your behalf to support you, we try hard to bring value to you. This report outlines the many opportunities we generate for you and the assets that we create for you. It is our goal to lift you up and celebrate your accomplishments. All of these are outlined in the pages of this report, so I encourage you to read it thoroughly and enjoy the photographs and storytelling we have included.

STAFF CHANGES (April 1, 2023, to March 31, 2024)

It's been quite a year for staff changes. We've seen some staff leave the organization for new opportunities, while others have taken leaves of absence to deal with illness. We've also provided leaves to those artists among our staff who are creating new work for their own exhibitions. What is very clear is that these staff members who have stepped away from our team do so with a

heavy heart as they have cherished their time with us. Stephanie Canning spent fourteen years with us. Her new position at the Nutrien Wonderhub provides her with the opportunity to expand her skills. Alexa Hainsworth has taken a partial leave to create a new body of work as part of a team of artists who are creating an exhibition. Sydney Luther is on extended leave. Dana Mastel enjoyed her experience at Toronto Gift Fair; she realized that to focus on her professional production line of linens and printmaking, she needed to give it her entire attention, and thus, left her gallery assistant position. Jean Price left the Boutique Coordinator part-time position to work full-time for Global Gathering where she provides English training for newcomers to Saskatoon. Lesley Sutherland returned to us from a one-year leave to rejuvenate her spirit and spend time on special projects. Keiko Tanaka moved from being our gallery assistant to joining Lesley on the boutique team. Maia Stark is on a one-year creative leave of absence as she prepares for her one-woman show to be held at the Mackenzie Art Gallery in Regina. Leah Moxley Teigrob joined Alexa in taking over the exhibition's portfolio following Stephanie's departure, and Maia's leave. We were also joined by an intern, McCall Kindt, who helped us establish Warp & Weft, the Kaija Sanelma Harris retrospective that we are coordinating with Remai Modern. And Sandra Gimenez joined us on an eight-month contract to help us re-design our accounting processes. All of these changes have given us energy and excitement while at the same time they require numerous adjustments as we re-arrange portfolios and programs. Thank you for your patience.

DIRECT DEPOSITS

We received a grant from the federal government to change our method of payments from a manually driven paper process to an electronic system. RBC PayEdge is the system we selected. In addition, we are adapting our filing system to a paperless option, whereby documents are scanned and stored electronically. We hope that the conversion continues to run smoothly. Let us know if you are facing any challenges.

CINDY HOPPE

Nothing gets achieved at the SCC without Cindy Hoppe, the chairperson of our board. Her dedication is deep and long-lasting. She cares passionately about your success and is proud of the work you do. Cindy grew up in the craft council, travelling to markets with her mother, Myrna Harris. She sat in booths beside her mother, learning from Myrna and all the other craftspeople who attended these shows.

Cindy continues to inspire us. Her work is often the most sought-after in our shop. This year she was the third largest seller (in dollars) in our online and bricks and mortar shop, and the fifth most frequently purchased in number of pieces sold. But it is her commitment to your success that sees the most results.

Thank you, Cindy, for all that you do for us.

Exhibitions Report

Steph Canning & Maia Stark

2023-2024 was a busy year in the SCC gallery. We presented a full exhibition program featuring 37 Saskatchewan artists – this included two one-person exhibitions, and three group exhibitions. Exhibitions ranged in media: fibre, wood, photography, ceramics, glass, and jewellery. We hosted lively receptions, panel discussions, tours, and even a hands-on fibre collage workshop. Thank you to all our exhibiting artists for entrusting us with your work and helping us contribute to the exciting and diverse landscape of Saskatchewan craft.

The start of our new fiscal year was a continuation of Hanna Yokozawa Farquharson's *Gaia Symphony*, an exhibition of textile art that blends imagery from rural Saskatchewan with the Japanese philosophy of wabi-sabi – an embracing of the aesthetic beauty of the incomplete or imperfect. This exhibition also unveiled our newly renovated gallery. In many ways the new paint and lighting are very subtle, which is by design. It allows us to highlight the work of our members and exhibitors to the best of our ability.

Our spring and summer exhibition program featured *Growth Rings*, an exhibition by established woodworkers and friends, Michael Hosaluk, Don Kondra, Arthur Perlett, and Jamie Russell. Each artist contributed work from their earlier practices, as well as current work - showcasing their progression and evolution in furniture design and creation. We celebrated this exhibition with an evening wine and cheese reception, as well as a panel discussion where we discussed the artists' respective practices and the qualities that make the SK woodworking community unique. *Growth Rings* holds the honour of being the most visited exhibition in the SCC Gallery's history with over 10,000 visitors throughout the summer.

In September, we welcomed *Perspectives*, a group exhibition from Ron Cooley, Roxanne Enns, Arbie Kepler, Elisabeth Miller, Robert Miller, and Mark Wells. This collaborative exhibition was organized into six vignettes, demonstrating the interplay of different craft media and artistic perspectives. Each artist created a "primary" work; the other participants then created a work of their own in response to the primary piece. The exhibition was constructed of six primary pieces, one from each craftsman, and 30 response pieces. The result was an engaging exhibition of photography, ceramics, metal sculpture, glass, and jewellery. *Perspectives* was our feature exhibition for Culture Days 2023. SCC staff and artists engaged over 1,000 visitors in one evening for Nuit Blanche.

We welcomed McCall Kindt to the exhibitions department as a Curatorial Assistant for the Kaija Sanelma Harris project in October 2023. The Kaija Sanelma Harris project has been many years in the making and includes research, organization and preparation of an artistic archive, and a retrospective exhibition co-organized with Remai Modern in the fall of 2024. McCall provided much needed support to this project during their four-month internship while also assisting us with other exhibition show changes and events. We were pleased to be able to offer McCall a permanent position as Gallery Assistant at the end of their internship. They are a great addition to our team.

In November, we mounted *Yellow Canoe* a solo exhibition by La Ronge artist Hilary Johnstone. Hilary's background in drawing and painting is evident in her

incredible textile works that document her hikes and canoe trips in Northern Saskatchewan. From lace-like intricacies of moss to the chaos and renewal of a boreal forest fire, Hilary's works transport you into nature. We hosted an afternoon come and go reception for this exhibition that was enjoyed by over 100 guests. Additionally, we experimented with hosting a hands-on workshop in the SCC Gallery rather than a traditional artist talk. Hilary enthusiastically led 13 participants through the process of creating a fabric collage like the works in her exhibition. The SCC gallery was full of joy and creativity as we spent an afternoon soaking in Hilary's techniques and expertise and creating our own fabric collages.

This period also marked a change in our department as Maia took a leave of absence from her Exhibitions role allowing much appreciated focus to her own growing and evolving artistic practice as she works toward a solo exhibition for 2025. Steph stepped into the position full time until the end of the fiscal year.

At the end of November, we hosted a virtual Town Hall meeting to wrap up our research and feedback portion of the *Dimensions* evaluation program. With Anne Dunning from ARTS Action Research as our facilitator, we clarified some of the findings in our research and allowed for the community to chime in. Thank you to everyone who has participated in this evaluation process, your feedback is crucial for building the next phase of the beloved *Dimensions* program. We are looking forward to the new initiatives in this program and sustaining it for years to come.

January 2024 marked the culmination of a relationship between the SCC and the Gabriel Dumont Institute as we co-organized an exhibition of Métis ribbon skirts titled *Gishchi-iteeyihteenaanee-kishkamaakhk: We Wear Them with Pride*. The skirts in this exhibition were made for personal use by the artists and honors their ancestry. Each maker chose colours and materials with personal significance, resulting in a diverse exhibition full of cultural pride. We hosted a busy and exciting afternoon reception with berry tea and bannock, welcoming over 100 guests throughout the afternoon. With the assistance of Amy Briley, exhibition curator, and Program Coordinator for GDI, we hosted seven guided tours with over 100 participants who were eager to learn the

origins and significance of Métis ribbon skirts. Thank you to the Gabriel Dumont Institute for their collaboration and friendship, and to all the artists who lent their skirts for display.

Our last exhibition of the fiscal year was *Seasons of Light*, a group exhibition by the Saskatoon Glassworkers' Guild. Hosting guild exhibitions is a pillar of our gallery's mandate, and we look forward to the variety of techniques and skills in group show like this. This year the guild chose the theme of seasons and participants interpreted this into an exhibition full of colour, intrigue, and wide range of media. The guild worked together to install a group work featuring glass feathers that hung prominently in the centre of the gallery. We celebrated this exhibition with wine and cheese and a packed gallery full of happy artists and friends.

Curatorial Committee

We opened our call for exhibition proposals this year after pausing applications for the 2022 – 2023 year. We received 26 exhibition applications which included four from out of province and 22 in-province: 16 involved SCC members in good standing. The following exhibitions were successful and will be part of our schedule in 2025, 2026, and 2027.

- *Wood Sculpture, the creative passage from Botswana to Saskatchewan*, Christiane Stolhofer, Saskatoon;
- *Full Circles*, group exhibition by Prairie Fibreshed, Saskatchewan;
- *Dogs Dreaming About Rabbits and Rabbits Dreaming About Dogs*, Jason Macza, Saskatoon;
- *Interdimensional Craft Council*, group exhibition by Paula Cooley, Alexa Hainsworth, and Alison Norlen, Saskatoon;
- *oma askiy apacihcikatiw (this land is in use)*, Vanessa Hyggen, Saskatoon.

The Exhibitions Coordinators would like to acknowledge the vital assistance and collaboration that all other SCC staff provides in the exhibition programming as well as special projects, in particular the support of our Executive Director, Carmen Milenkovic and our Curatorial Assistant McCall Kindt. Additionally, a big thank you to our Curatorial Committee Members for

2023 who included Robert Froese, Dale Lowe, Melanie Monique Rose, and Shanell Papp. Your guidance and expertise are much appreciated.

Exhibition Schedule

April 1, 2023 – March 31, 2024

#335 Gaia Symphony

Hanna Yokozawa Farquharson

March 18 – May 27, 2023

Total exhibition attendance: 3,469

Reception: 58

#336 Growth Rings

Michael Hosaluk, Don Kondra, Arthur Perlett, and Jamie Russell

June 03 - August 26, 2023

Total exhibition attendance: 11,579

Reception: 69

Panel discussion: 18 in person, 9 virtual

SK Galleries Art Gallery Day: 68

#337 Perspectives

Ron Cooley, Roxanne Enns, Arbie Kepler, Elisabeth Miller, Robert Miller, Mark Wells

September 2 - November 4, 2023

Total exhibition attendance: 5,097

Reception: 59

Broadway Street Fair: 108

Nuit Blanche: 1,257

#338 Yellow Canoe

Hilary Johnstone

November 14, 2023 - January 6, 2024

Total exhibition attendance: 4,262

Reception: 104

Fabric Collage Workshop: 13

#339 Gishchi-iteeyihteenaanee-kishkamaakhk: We Wear Them with Pride

Group exhibition co-organized by the Gabriel Dumont Institute and the Saskatchewan Craft Council

January 13 - March 9, 2024

Total exhibition attendance: 3,368

Reception: 100

7 guided tours for both children and adults totaling 122 guests

#340 Seasons of Light

Group exhibition by the Saskatoon Glassworkers' Guild

March 16 - May 4, 2024

Total exhibition attendance: 3,130

Curators' discussion: 26

Reception: 109

30,159 gallery visitors from across the world

Our visitors reported coming from 60 communities in Saskatchewan, with about 75% of them coming from Saskatoon. The second highest proportion of visitors came from Regina. Visitors also reported coming from 60 other Canadian communities. British Columbia was the province with the highest number of reported visitors, followed by Ontario and Alberta. International visitors reported coming from Australia, Brazil, France, Germany, Iran, Ireland, Malaysia, New Zealand, Norway, the United Kingdom and the United States. The highest number of international visitors was from the United States.

Total gallery gross sales were \$31,843

Member Services Report – Alexa Hainsworth

Jurying

Becoming a juried member of the Saskatchewan Craft Council opens doors beyond just showcasing your artwork for SCC programs. It provides invaluable feedback and support that are essential for artists' growth. Artistic pursuits can sometimes feel isolating, making time in your practice for genuine and perceptive feedback crucial for enhancing one's craft but also is a lot of fun to take part in. Through the jury process, SCC staff and senior craftspeople directly engage with artists and their body of work, gaining deep insights into various techniques, themes, and practices explored by our members. This hands-on involvement fosters a profound appreciation for the local art scene and the craftsmanship within our community. This year, the jury sessions were held in April and May 2023 in Regina and Saskatoon. A total of 16 applicants were successfully juried with the help of 26 jurors, who offered fantastic feedback to our skilled craftspeople. Successful members gain access to SCC's marketing initiatives and programming, including events like WinterGreen and Art Now, as well as opportunities to participate in

wholesale and retail gift shows. They can also apply to have their work featured and sold in the SCC Boutique, which showcases hundreds of pieces by juried members for sale. Ultimately, SCC's annual jury serves not just as a selection process but as a platform for networking, skill sharing, and community building. It's through these connections and collaborations that SCC continues to nurture and promote the artistic development of its members.

2023-2024 Jurors

Kathleen Bower
Paula Cooley
Ron Cooley
Thirza Jennifer-Lyn Fife
Rob Froese
Judi Gay
Delee Grant
Jude Haroldson
Shane Junop
Sandra Ledingham
Dale Lowe
Val Moker
Cecile Miller
Rick Murton
Janet Ng
Shanell Papp
Brent Parkin
Arthur Perlett
Gary Robins
Melanie Monique Rose
Jacob Semko
Gerri Ann Siwek
Christiane Stolhofer
Lorraine Sutter
Vivian Wasiuta
Mark Wells
Brenda Wolf

Art Now - Saskatchewan Fine Art Fair (September 2023)

The 8th annual Art Now Fine Art Fair, held in Regina, was a collaborative effort among galleries, featuring a meticulously curated selection by the Saskatchewan Craft Council. This annual arts fair experience is always exceptional for both artists and art enthusiasts, celebrating the artistic achievements of Saskatchewan and showcasing the exceptional talent within our province.

In addition to the physical exhibition, artworks were also featured online and in the Saskatchewan Craft Council Boutique, enhancing the visibility of the works and ensuring that a broader audience had the opportunity to admire and purchase these unique pieces, thereby providing crucial support to the artists and their creative endeavours. We also displayed work by Jason Macza as part of the stArt program which allows non juried emerging artists or those who are in the early stages of their career to take part in Art Now.

In 2023, the Saskatchewan Craft Council featured 56 participating artists and presented 162 original artworks for sale. We featured the work of 28 two-dimensional artists and 28 three-dimensional artists. Sales were \$10,780 down from 2022, where we saw \$12,571.

The opening night reception of ArtNow 2023 was held on Sept 14. 2023 with 300 attendees from across Saskatchewan. Programming at this multi-day event included four panel discussions. Among the artists presenting was SCC member, Dale Lowe in *A life Well Crafted* moderated by Julia Krueger of SK Arts. The Saskatchewan Craft Council held one booth presentation by Nikki Jacquin, a jewellery and mixed media artist. Nikki presented her practice to an audience of 20.

WinterGreen Fine Craft Market (October 2023)

WinterGreen 2023, hosted at the Real District in the Queensbury Ballroom on October 13 & 14, marked another year for the Saskatchewan Craft Council's

premier market event. This venue, a new location for WinterGreen, proved spacious and inviting for both vendors and visitors. With a total of 55 booths and 68 marketers, including 16 new vendors, WinterGreen 2023 expanded its offerings compared to recent previous years.

Despite a slight decrease in attendance from the previous year, with 1,363 people enjoying the event over the weekend, WinterGreen 2023 continued to attract a dedicated audience passionate about fine crafts and local artistry. The event underscores the importance of promoting and supporting Saskatchewan's vibrant craft community, building on the foundation laid by previous WinterGreen markets. It was agreed by the board and staff that WinterGreen needs to be re-evaluated to ensure that we are delivering a high-value product.

TGF Wholesale Market (Toronto Gift Fair – Jan-Feb 2024)

The gift fair enables retail outlets from across the country to meet suppliers of wholesale products. The artists who attended were Gwen Fehr of Joan's Beeswax Candles, Alison Brandt Malinski of the Fibre Bin, Susan Robertson of Susan Robertson Pottery and Dana Mastel and Wayne Jorgenson of Walden Sweet Textiles. This year's marketers included senior artists (Fehr, Robertson) and new to wholesale markets (Malinski, Mastel). This year's marketers were all very pleased to take part and for some learn about the wholesale market. Some advantages to selling Wholesale as an artisan are that orders are typically larger and more consistent than individual retail sales. This predictability helps artisans manage monetary flow and plan for growth. If artists continue to maintain relationships with retailers, they build brand credibility and therefore other shops see that you are listed in stores and are ready to make on volume. For the artist selling through boutiques, galleries, or online platforms all help to expose the artisan's brand to a wider audience and the burden of heavy self-promotion is somewhat lifted. All were very happy to take part and for some to learn about the wholesale market. The SCC program supports new artists with transportation, accommodation,

booth construction, and shipping. After three years, the emerging wholesale marketers have enough sales to attend as independent participants.

Membership

At March 31, 2024, the SCC membership count was 390, up from 333 in 2022-2023. Memberships can now be renewed via our website. We are now offering more services to our members than ever before. Programs such as “How Can We Help?” allows us to tailor the needs of individual members by helping with specific needs. For example, we can provide artists with professional images of their work as well as supporting artists in marketing development and grant writing assistance.



Sales and Marketing Master Class (Professional Practices)

February to June 2024 saw the launch of our third five-month Sales and Marketing Master Class for professional members led by well-known marketing consultant, Daria Malin of Boost Consulting. The goal of the program is to advance sales growth for artists with strategies and tactics that are based on their individual needs' assessment. These strategies result from their development of goals and an actionable plan. The program is five months long, incorporating monthly themes, video training modules with worksheets, quizzes to keep participants accountable, group coaching sessions via Zoom, and one 30-minute private coaching session. Participation in the course was underwritten by the SCC through a generous grant from Creative Saskatchewan. SCC staff member, Danielle Rybka, also participated to bolster her understanding of the needs and accomplishments of our participating members.

Because of remote access technology, we were able to invite participants from across the province. Participants from year one and two included:

Regina -Jenn De Lugt, Cedric Delavaud, Shauna Mitru, Melody Armstrong, Gail Chin, Terri Ekvall, Maria Hendrika, Anne Mclellan,

Estevan – Emily Gillies

Saskatoon – Sherri Hrycay, Meghan Groff, Dana Mastel, Kara Perpelitz, Janet Ng, Jenny-Lyn Fife, Janet Sibelius, Jacob Semko, Leslie Stadnichuk, Maia Stark, Ken Tickner

Waldon – Jaedean Mitchell

Broderick – Susan Robertson

Weyburn – Trudi Griffin

La Ronge – Greg Lobb

Osler – Michelle Thevenot

Each program has twelve participants, selected by the executive director from numerous applications.

We are also working with Daria to take the program across the country through our sister craft councils and with Daria and Craft Alliance Atlantic to bring another program to enhance other aspects of marketing and sales.

SHOP REPORT

Lesley Sutherland and Keiko Tanaka

In November 2023 Lesley Sutherland returned as Shop Coordinator after her one-year personal leave. Jean Price moved on to a full-time teaching position with Global Gathering Place in January 2024 and Keiko Tanaka joined as the new Shop and Online store coordinator.

Starting in November and through the festive season we extended our physical shop space to provide more artists' work to be visible to customers and to create a festive handmade craft display.

SALES

Total gross sales for April 1, 2023 – March 31, 2024 were \$ 118,183.25, with 2,004 pieces sold. This is a decrease of \$16,107.07 from the previous year, and a decrease of 106 items sold.

Once again, the highest sales month was December (21.37%), followed by November (13.07%), May (8.82%), and April (7.88%).

ARTISTS

The SCC Shop now represents 130 artists from all over Saskatchewan. The number of artists in the shop fluctuates constantly with new artists joining the shop and some who are saying goodbye. This fiscal year we welcomed and celebrated 10 new artists to the shop:

Patrick Bulas - Printmaking

Roxanne Enns - Clay

Caroline Flak - Fibre

Sabine Hinz - Glass

Nikki Jacquin – Mixed Media

Robecca LaMarre - Clay
Dana Mastel - Printmaking
Jacob Semko - Printmaking
Julie-Anne Wallewein - Wood
Kristi West - Leather

Amidst all the excitement of comings and goings we worked hard to represent each of our artists both in the online store and in our physical shop.

Visibility and recognition are always a challenge for us. We continue to draw customers into our physical shop with creative and inviting store front window displays. This year we are recognizing the value of our prime wall space behind the reception desk and have implemented an 'impact' strategy where pieces that are chosen for this wall space have strong visual impact to can draw our customers in to our shop space as they enter the gallery.

TOP SELLING ARTISTS (IN DOLLARS)

Leah Marie Dorion.....	Visual Art
Jacky Berting.....	Glass
Cindy Hoppe.....	Fibre
Susan Robertson.....	Clay
Paul Lapointe.....	Printmaking

TOP SELLING ARTISTS (IN NUMBER OF PIECES)

Monique Martin.....	Printmaking & Mixed Media
Jacky Berting.....	Glass
Susan Robertson.....	Clay
Leah Marie Dorion.....	Visual Art
Cindy Hoppe.....	Fibre

ONLINE SHOP

Approximately 75% of the current consignment works were listed in the online store. Our most searched artists were Rick Hounjet (wood), Leah Marie

Dorian (visual art), and Sheryl Salen (glass). Top searches in our online store were ornaments, earrings, and mugs.

The online store saw \$17,709.00 in gross sales from shop artists a decrease of \$12,268.50 from the previous year. 85% of our total gross sales were from our physical shop.

The majority of our online store orders were from Saskatchewan (64%), followed by sales from Alberta (6%), Ontario, British Columbia, and Manitoba (5% each). Artwork from Saskatchewan Craft Council has been shipped across the globe to the United States, Australia, and Brazil. Forty-six of those who purchased through the online store returned to purchase again through the same fiscal year.

Canadian Crafts Federation Report

Cindy Hoppe, SCC Representative

The CCF is on a stronger financial footing this year after receiving delayed grant funding so positions are being filled in operations management and content creation.

One of these grants was the next installment of the Digital Strategies Fund. This will enable the 3rd phase of implementing the strategies determined and should strengthen the Craft sector across Canada. Instead of each Craft Council finding their own way through a myriad of platforms and promises this will simplify our online sales, program implementation and the like.

Robert Jekyl died this year. He was a long time advocate and supporter of the Canadian Crafts Federation and patron of the Robert Jekyl Award for Craft. He left funds to the CCF through a life insurance policy, to fund his award going forward and to provide for grants to do innovative work on behalf of the CCF. He was a very accomplished glass artist and a thoughtful, farsighted man in establishing an ongoing legacy for the CCF.

The move of the office to Ottawa has been strategic as lobbying Federal MPs is important work that happens more easily when you are living there. Jennifer

Wicks, our new Executive Director, has established herself and is making an impact in the North American Crafts Federation and the World Crafts Federation.

Saskatchewan is making an impact at the CCF as David Freeman, SCC Board member, is the President of the organization. Our meeting style has been re-organized, and is more efficient for the EDs to get their work done and long round table chats about activities are more succinct and meaningful.

There is never any lack of advocacy to be done. We have two members right now, the New Brunswick Craft Council and the British Columbia Craft Council who are in dire financial straits as provincial government belt tightening has hit them hard. The BCCC has started a GoFundMe campaign to raise \$90,000 by September 2024 to try to stay afloat. We may wish we could have an increase to our operating funding which has been stagnant since 2018, but at least we have had that stable base.

It is interesting and engaging work. There is a plan to bring board members together this winter, the costs of which has been built into the CCF budget. I look forward to this chance to reconnect and meet other members and continue to push craft forward.

MARKETING

Facebook

April 1, 2023: 5,829 Followers

March 31, 2024: 6,322 Followers – Higher than similar businesses, typically 1.6k

8.46% increase

Reach: 363.8k; 55.6% increase

Profile Visits: 13k, 73.2% increase

Top Performing Paid Post: Promoting website - July 7, 2023

- Reach 55.1k

Top Performing Organic Post: History of the Metis Ribbon Skirt - Feb 13, 2024

- Reach 43,980

- Impressions 46,307

- 474 Interactions (Reactions 238, Comments 10, Shares 189, Saves 37)

Facebook Audience: 86.5% women, 13.5% men

Summary:

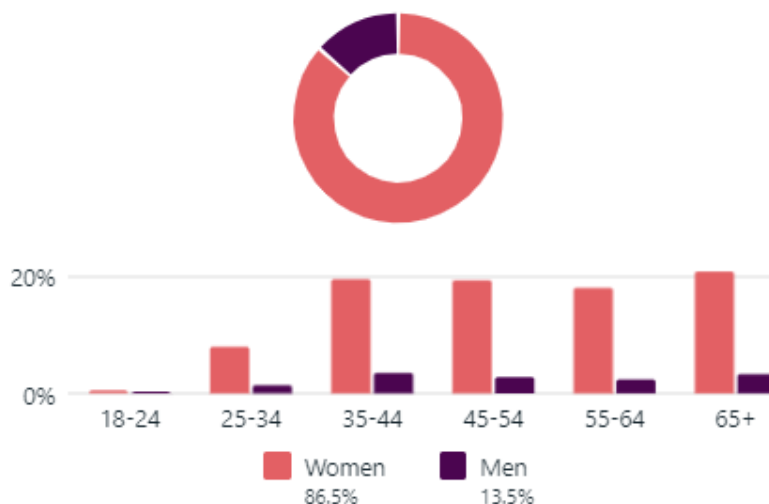
From April 1, 2023, to March 31, 2024, the follower count increased by 8.46%, rising from 5,829 to 6,322, surpassing similar businesses by approximately 1.6k followers. **Reach** grew by 55.6% to 363.8k, while **profile visits** surged by 73.2% to 13k.

- **Top Performing Paid Post:** Promoting the website on July 7, 2023, achieved a reach of 55.1k.
- **Top Performing Organic Post:** The February 13, 2024 post on the history of the Metis Ribbon Skirt reached 43,980, with 46,307 impressions and 474 interactions (238 reactions, 10 comments, 189 shares, 37 saves).

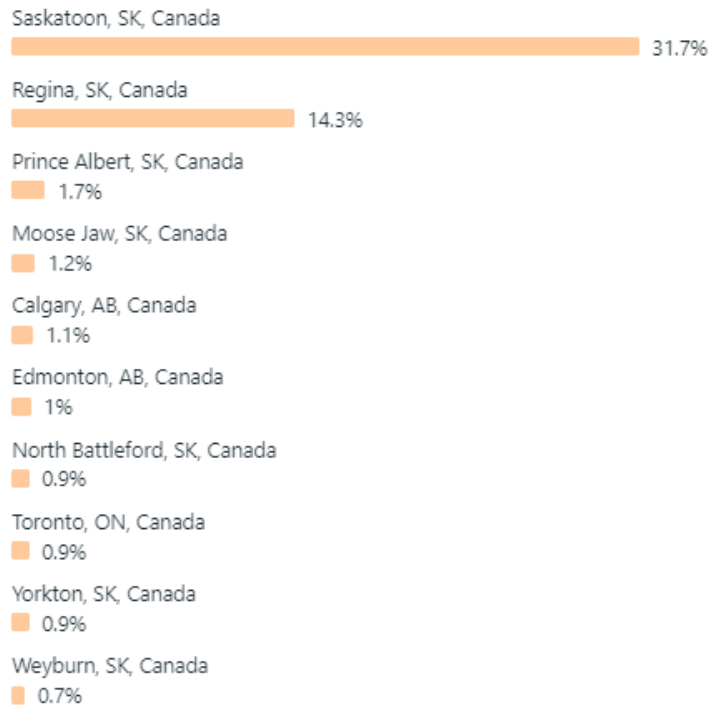
The **Facebook audience** comprises 86.5% women and 13.5% men.

Facebook Audience Lifetime Stats:

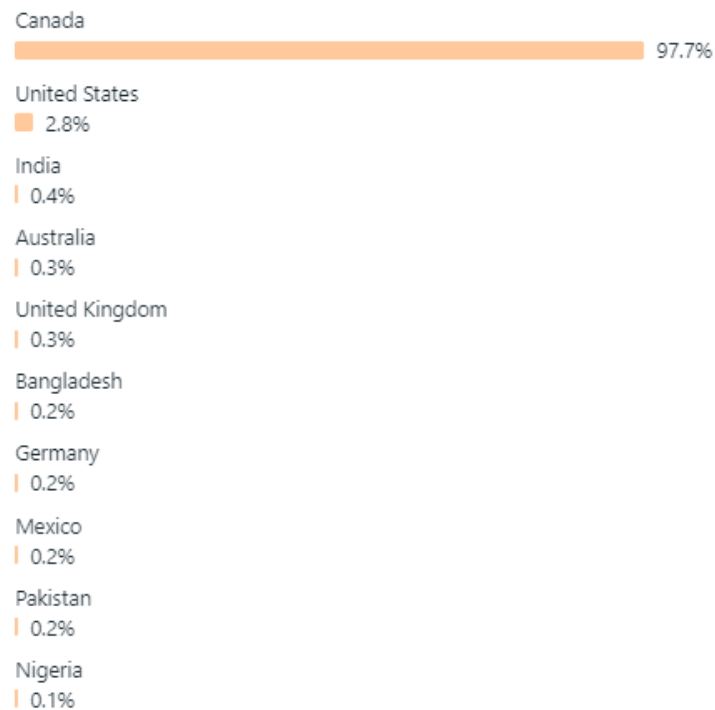
Age & gender ⓘ



Top cities



Top countries



Instagram

April 1, 2023: 5,052 Followers

March 31, 2024: 5,497 - Higher than similar businesses, typically 1.2k

8.81% increase

Reach: 42.8k

Top Performing Paid Ad: Win a shopping spree in Regina – Sept 27, 2023

- Reach: 10,868
- Impressions: 23,495
- Interactions: 307
- 87% Women, 13% Men

Top Performing Organic Post: SCC staff pick of the week – artwork by Paul LaPointe

- Reach: 1,828
- Impressions: 1,931
- Interactions: 146
- 81% women, 19% men

Profile Visits: 4.4k, 11.5% increase

Audience: 80.5% women, 19.5% men

Summary:

From April 1, 2023, to March 31, 2024, the follower count increased by 8.81%, rising from 5,052 to 5,497, exceeding similar businesses by approximately 1.2k followers. **Reach** for the period was 42.8k, with **profile visits** growing by 11.5% to 4.4k.

- **Top Performing Paid Ad:** The September 27, 2023 ad offering a shopping spree in Regina reached 10,868 people, garnered 23,495 impressions, and had 307 interactions. The audience was 87% women and 13% men.
- **Top Performing Organic Post:** The post featuring SCC staff's artwork pick of the week by Paul LaPointe reached 1,828 people, with 1,931

impressions and 146 interactions. This post had an audience of 81% women and 19% men.

The overall **audience** is 80.5% women and 19.5% men.

SCC Meta Ad Trends and Digital Engagement (April 1, 2023 - March 31, 2024)

Meta Ad Trends: In the past fiscal year, our paid reach saw a modest increase of 1.6%, totaling 245,523. However, paid impressions decreased by 52.3%, amounting to 800,248. The total ad spend for the fiscal year was \$3,279.43.

Pinterest:

-
- Impressions: 179.75k
 - Engagements: 3.22k
 - Outbound clicks: 287
 - Saves: 433
 - Total Audience: 103.35k
 - Engaged Audience: 2.11k
-

The data shows a total of 179.75k impressions, with 3.22k engagements and 287 outbound clicks. The content was saved 433 times. The total audience reached is 103.35k, with 2.11k actively engaged.

LinkedIn:

-
- Followers: 112 (1 new follower)
-

To enhance our LinkedIn presence, we'll share updates about exhibitions, artist highlights, and educational content, along with fundraising efforts and professional development tips. By including interactive posts and celebrating our achievements, we aim to better engage our audience and build stronger professional connections, ultimately attracting corporate buyers and boosting our sales performance.

TikTok:

Followers: 52.8% Male, 47.2% Female

This statistic contrasts with our usual trend of having a higher percentage of female followers on other platforms. This shift from our usual higher percentage of female followers allows us to tailor our content and marketing to engage our male audience more effectively, plan targeted events and partnerships, and potentially boost engagement, attract new followers, and increase sales.

- *Age Ranges:*

- *37.5% - 45-54*
 - *34.4% - 55+*
 - *15.6% - 35-44*
 - *9.4% - 25-34*
 - *3.1% - 18-24*
-

-
- *Top Countries: Canada (56.5%), USA (10.9%), Turkey (8.7%), Bangladesh, Netherlands (4.3% each)*
 - *Top Cities: Regina (18.6%), Saskatoon (18.5%), Calgary (14.8%), Swift Current (7.4%), Vancouver, Belleville, Sault St. Marie, Eastend, Unity, Morden (3.7% each)*
-

YouTube:

-
- *Subscribers (March 2023): 133*
 - *Subscribers (March 2024): 140 (5.3% increase)*
 - *Total Channel Views (March 2023): 6,555*
 - *Total Channel Views (March 2024): 20,948 (220% increase)*
-

Subscribers increased from 133 in March 2023 to 140 in March 2024, marking a 5.3% growth. **Total Channel Views** surged from 6,555 to 20,948 over the same period, reflecting a substantial 220% increase.

Newsletter Stats: MAILCHIMP (SASKCREATE):

-
- *March 31, 2023: 342 Subscribers*
 - *March 31, 2024: 468 Subscribers (36.8% increase)*
 - *Average Open Rate: 54.5%*
-

Subscribers for the SaskCreate newsletter grew from 342 on March 31, 2023, to 468 on March 31, 2024, representing a 36.8% increase. The **average open rate** stands at 54.5%.

MAILCHIMP (TALKING CRAFT):

- *October 1, 2023: 1,508 Subscribers*
 - *March 31, 2024: 1,541 Subscribers (2.19% increase)*
 - *Average Open Rate: 35.5%*
-

Subscribers for the Talking Craft newsletter increased from 1,508 on October 1, 2023, to 1,541 on March 31, 2024, reflecting a 2.19% growth. The **average open rate** is 35.5%.

In summary, the positive growth in subscribers and high open rates for both newsletters demonstrate effective audience engagement and content relevancy, supporting continued success and influence in their respective fields.

SHOPIFY

Sessions by referrer decreased from 21,687 in March 2022 to April 2023 to 17,413 in March 2023 to April 2024, marking a 19.71% decline. Overall sessions decreased from 33,357 to 24,811 during the same periods, reflecting a 25.62% decrease. In the fiscal year from April 1, 2023, to March 31, 2024, sessions by device were predominantly from mobile (13,877 sessions), followed by desktop (9,134 sessions), tablet (1,144 sessions), and other devices (656 sessions), totaling 24,811 sessions. Sessions by visitors categorized similarly, with mobile leading at 9,499 visitors, followed by desktop (6,460 visitors), tablet (826 visitors), and other devices (545 visitors), totaling 17,413 visitors.

Despite a 25.62% decrease in online sessions from March 31, 2023, to April 1, 2024, we achieved a 46.51% increase in overall gross sales (from \$33,771.50 to \$49,447.69) and a 30% rise in

total orders (from 123 to 160). These improvements demonstrate effective strategies in enhancing customer engagement, optimizing product offerings, and increasing transaction value. In July 2023, we enhanced our Shopify platform by introducing options for purchasing market booths, thereby optimizing our product offerings for SCC members.

To increase session numbers, SCC will focus on paid ads on Facebook, Instagram, Google, Pinterest, and potentially Spotify. We'll strengthen our LinkedIn presence for corporate buyers with artist talks, videos, media updates and articles. These efforts aim to boost conversions and sales growth. We'll optimize SEO (search engine optimization), enhance website usability, use email marketing, engage on social media, implement retention strategies, explore partnerships, and closely monitor analytics for ongoing improvement.

Summary of Highest Gross and Total Sales Months (March 2023 - April 2024):

Highest Gross Sales Months:

-
- *April 2023: \$9,422.00 (310.19% increase compared to April 2022)*
 - *May 2023: \$7,799.00 (769.45% increase compared to May 2022)*
 - *July 2023: \$8,598.50 (274.66% increase compared to July 2022)*
-

Highest Total Sales Months:

- April 2023: \$7,811.30 (195% increase compared to April 2022)
 - May 2023: \$6,518.30 (520% increase compared to May 2022)
 - July 2023: \$7,081.54 (165% increase compared to July 2022)
-

These comparisons highlight substantial growth in both gross and total sales during the specified months, reflecting successful strategies and increased market demand.

We're delighted to report that the introduction of the TIP function to our Shopify account has delivered exceptional results:

March 31, 2022 – April 1, 2023: \$37.70

March 31, 2023 – April 1, 2024: \$438.00

This represents an outstanding 1,068.1% increase in TIP contributions over the past year.

Here are the top 5 online referring channels and their corresponding session metrics for the year:

Top 5 online referring channels:

1. Direct
2. Saskcraftcouncil.org (organic)
3. Google Search (organic)
4. Leah Dorion (organic)

5. Shopify Email (paid)

Top 5 channels by sessions:

- *Direct: 8,537 sessions, 72 orders, 61 new customers, 11 returning customers*
- *Saskcraftcouncil.org: 5,050 sessions, 47 orders, 35 new customers, 12 returning customers*
- *Facebook: 4,954 sessions, 3 orders, 3 new customers*
- *Google: 2,324 sessions, 10 orders, 8 new customers, 2 returning customers*
- *Leah Dorion: 1,489 sessions, 7 orders, 7 new customers*

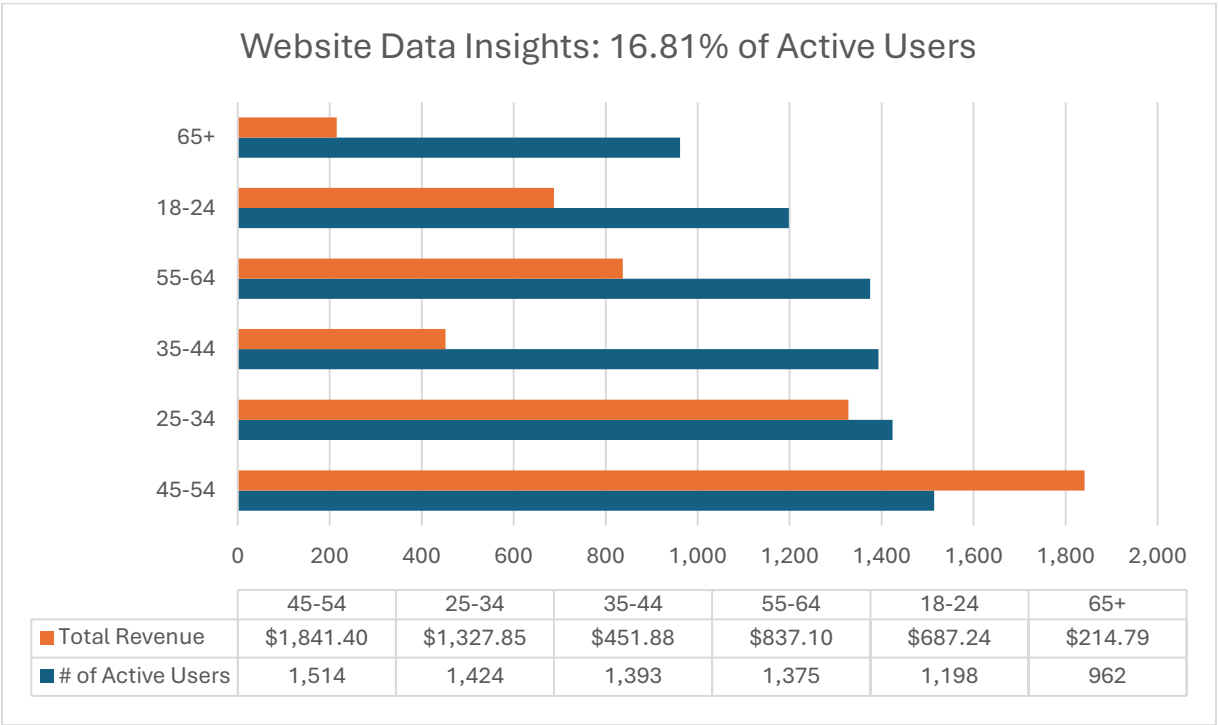
These metrics provide insights into our most effective online channels and their impact on customer engagement and order acquisition.

Google Analytics - GA4 (SCC website)

*Google transitioned from Universal Analytics to Google Analytics 4 last year, which has led to some data inconsistencies due to the change in reporting systems. As a result, we couldn't generate a comparison report with the previous year. The data in this section covers the period from May 1, 2023, to March 31, 2024.

Users by Age – data from 7,866 people (16.81% of Users) out of 46,785 total users; of those 39,608 users have unknown personal data.

Age ▾ +		↓ Users	Total revenue
		46,785 100% of total	\$23,110.82 100% of total
1	unknown	39,608	\$17,750.56
2	45-54	1,514	\$1,841.40
3	25-34	1,424	\$1,327.85
4	35-44	1,393	\$451.88
5	55-64	1,375	\$837.10
6	18-24	1,198	\$687.24
7	65+	962	\$214.79



Our user demographics and revenue data reveal the following insights:

- **Gender:** 69.3% Female, 30.7% Male

- **Age Group 45-54** is the highest in terms of active users, totaling 1,514, and generates the most revenue at \$1,841.40.
- **Age Group 25-34** follows closely with 1,424 active users and contributes \$1,327.85 in revenue.
- **Age Group 35-44** has 1,393 active users but generates lower revenue compared to the younger age groups, at \$451.88.
- **Age Group 55-64** accounts for 1,375 active users, generating \$837.10 in revenue.
- **Age Group 18-24** has 1,198 active users with a revenue of \$687.24.
- **Age Group 65+** has the fewest active users at 962 and generates the least revenue at \$214.79.

Overall, the 45-54 age group not only has the highest number of active users but also leads in revenue generation, highlighting this demographic as particularly valuable for online sales.

**April 1, 2023 to March 31, 2024 (data starts from May 1 due to Google analytics change in 2023).
User Engagement: 136,000 Event Count – Used in Creative Saskatchewan Report Findings**

Total Users: 28,000 Unique Users who triggered an event

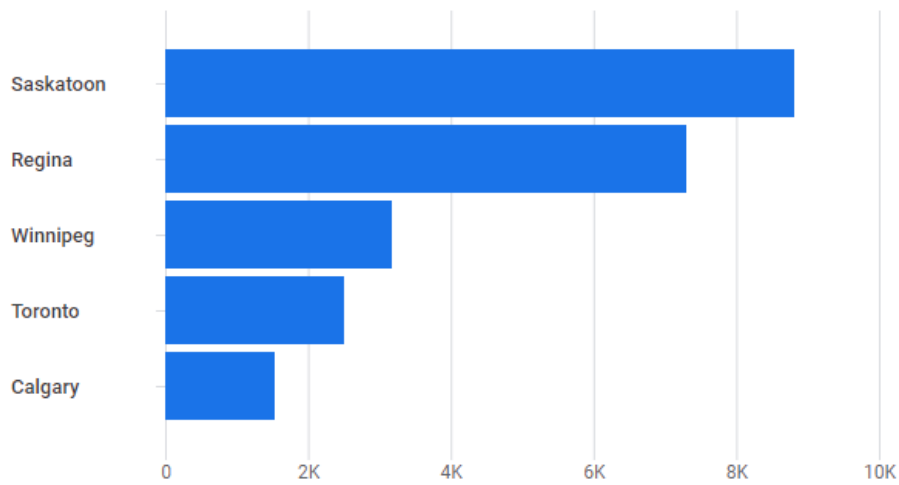
Event Count Per User: 4.9

ENGAGEMENT RATE: 50.93%

An engagement rate of 50.93% is excellent and indicates our website effectively engages visitors. This high rate reflects strong interaction, with users spending time on the site, exploring multiple pages, and actively engaging with our content and offerings.

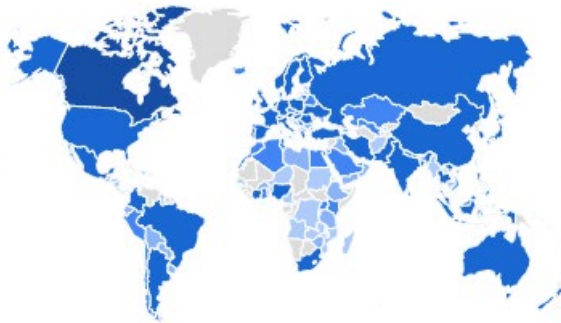
USERS BY CITY

Users by City



USERS BY COUNTRY

Users by Country



COUNTRY	USERS
Canada	38K
United States	5.7K
United Kingdom	448
India	238
Australia	188
Germany	186
China	177

Users by Device Category – GA4:

26,707 Mobile Users

17,357 Desktop Users

3,014 Tablet Users

Users by Interest

The data highlights the following audience segments:

Media & Entertainment/Movie Lovers: 3,071 individuals

News & Politics/Avid News Readers/Entertainment News Enthusiasts: 3,065 individuals

Food & Dining/Cooking Enthusiasts/Aspiring Chefs: 2,878 individuals

Media & Entertainment/Light TV Viewers: 2,665 individuals

Media & Entertainment/TV Lovers: 2,487 individuals

Home & Garden/Home Décor Enthusiasts: 2,451 individuals

Shoppers/Shopping Enthusiasts: 2,437 individuals

Travel/Travel Buffs: 2,434 individuals

Lifestyles & Hobbies/Shutterbugs: 2,197 individuals

Technology/Technophiles: 2,147 individuals

The largest groups are Movie Lovers and Avid News Readers/Entertainment News Enthusiasts, each with over 3,000 individuals, demonstrating significant interest in media and current affairs. Cooking Enthusiasts also form a substantial audience, with nearly 2,900 individuals. Other notable segments include Light TV Viewers, TV Lovers, Home Décor Enthusiasts, and Shopping Enthusiasts, all with audiences above 2,400. Travel Buffs, Shutterbugs, and Technophiles

complete the list, with smaller but still relevant groups showing varied interests.

Traffic Acquisition: Active Users

- How web visitors arrive at our site

