



Annual Report

2024/2025



SASKATCHEWAN CRAFT COUNCIL

Annual Report 2024/2025

Report from the Chair

Written by Cindy Hoppe, Board Chair

First, I would like to congratulate the membership and province for supporting the dream of 50 years as an organization. The dedication and foresight of our founding members built this organization, and generations have continued its development. The reimagined *Dimensions 2025* will be reported at next year's AGM, but I raise it now because it is the culmination of a four-year process. The entries were the highest ever and an indication of the interest in craft into the future.

Another significant accomplishment was the Kaija Senelma Harris exhibition *Warp & Weft*, which was a joint project with Remail Modern. It started as a dream of Gale Hagblom in an exhibition proposal to the SCC many years ago. Two years of summer student research contributed to building the catalogue and then the journey to find the right partner began. After several dead ends, the Remail stepped forward, and a most fitting tribute to a world-renowned fibre artist was presented. The Saskatchewan Craft Council Gallery focused on smaller pieces and the intimate details of sketched designs. The Remail's large galleries were the perfect venue to be able to host the most significant pieces of her work. Our past and present Exhibitions staff worked many hours over the years to bring this to fruition, and the rest of the staff contributed with their expertise to launch the biggest exhibition the Saskatchewan Craft Council has ever been a part of. Well done and many thanks.

The board has been faced with significant cash flow issues and has begun the task of restructuring to deal with this. We thank those that came forward to give us breathing space to work through the changes, and the flexibility and support of our major funders: Creative Saskatchewan and the City of Saskatoon. We must reduce our expenses and raise our revenues. Membership fees are going up. The opening hours of the Gallery + Shop will be changed. This will affect our staff and our membership. Our staff is our face and support to you, the membership. This will be hard for all of us as we try to find our way back to positive cash flow. We are asking for your patience as we work towards sustainability.

A friend of the Saskatchewan Craft Council, Jeremy Morgan, is helping us focus our efforts. His pro bono expertise in working with other arts organizations when they were facing tough times is much appreciated.

I would like to thank two retiring board members for their work on the SCC. Terri Ekvall, a potter from Regina, helped us host our last in person board meeting at the Dunlop Library, pre-COVID. Thank you for helping to arrange that meeting, your work on the membership committee, and representing Regina while juggling full-time work. Donna Stockdale, a fibre artist from La Ronge, suffered the loss of her home in the fires there this year. As you can imagine, she will have little time to give to this board when she is rebuilding her life, but her work at the board table and membership committee will be missed.

We will also say goodbye to Carmen Milenkovic as Executive Director when she retires. The period of stability that her leadership brought us allowed us to celebrate the completion of some big projects like the Harris exhibition. It also saw major changes with the decision to end the Battlefords' Handcraft Festival and WinterGreen. None of us imagined a pandemic or a tariff war as part of our environment. The challenges are never ending. Thank you for your dedication and creative problem solving over the years. May your toddler grandson fill your life in a new way that you will now have time to enjoy.

- Cindy Hoppe, Board Chair, Saskatchewan Craft Council



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Member Services Report

Member Services Report

Written by Jillian Bogan, Interim Member Services Coordinator

Annual Jury Sessions

Becoming a juried member of the Saskatchewan Craft Council opens a wealth of opportunities beyond simply showcasing artwork in our programs. It serves as a valuable avenue for receiving constructive feedback and support that is essential for an artist's growth. Artistic endeavours can sometimes feel solitary, which is why setting aside time for insightful and honest critique is crucial for refining one's craft — and it's an enjoyable part of the creative journey.

The jury process allows SCC staff and experienced craftspeople to interact directly with artisans and their work, providing them with a deeper understanding of the techniques, themes, and practices explored by our members. This collaborative engagement cultivates a greater appreciation for the local craft community and the exceptional craftsmanship within it.

In 2024, jury sessions were held in Regina and Saskatoon during April and May. A total of 22 applicants were successfully juried, with the help of 28 jurors, who provided thoughtful and detailed feedback. These jurors helped to ensure that the talent within our community was celebrated.

Successful juried members gain access to a variety of SCC's marketing and programming initiatives. This includes participation in events such as Craft Is... Show + Sale and Art Now Fine Art Fair, as well as the opportunity to be involved in wholesale and retail gift shows.

Additionally, juried members can apply to have their work showcased and sold in the SCC Fine Craft Shop, which features hundreds of pieces from Saskatchewan juried artists.

Ultimately, the annual jury process at SCC is not just about selection; it's a platform for networking, skill sharing, and community building. Through these connections, the SCC continues to support the growth and development of its artist members.

Successfully Juried Artists:

- Anastasia Kinzel
- Arlette Seib
- Bear Won
- Brenda Tollefson
- Cassandra Stark
- Cassandra Van Buekenhout
- Cathy Merkley
- Connie Chaplin
- Emily Mason
- Jill Cope
- John Werle
- Karen Behnke
- Kevin Hogarth
- Kim Unger
- Kyla Clincke
- Meghan Groff
- Nick Sochaski
- Nicole Adair
- Pat Grayston
- Roxanne Brown
- Tabata Bagatim
- Wendy Lloyd

Jurors:

- Amanda Brown
- Barb Riemer
- Brent Parkin
- Carol Carter
- Cecile Miller
- Cindy Hoppe
- Dana Mastel
- Deb Potter
- Gail Chin
- Hieke Fink
- Jacob Semko
- James Korpan
- Janet Ng
- Jude Haraldson
- Judi Whiting
- Kathleen O'Grady
- Kristina Komendant
- Lorraine Sutter
- Maria Hendrika
- Mark Wells
- Paula Cooley
- Rhonda Lamb
- Ron Cooley
- Shannon Welch
- Ted Uchacz
- Terri Ekvall
- Trudi Griffin
- Wayne Jorgensen

The Artisans' Studio: Saskatchewan Fine Craft Showcase

In the summer of 2024, Saskatchewan Craft Council teamed up with the Saskatoon Ex to present *The Artisans' Studio: Saskatchewan Fine Craft Showcase*. Works were selected from submitted pieces by juried members from across the province to be featured in the *Saskatchewan Art Showcase* at the Saskatoon Ex from August 6 to 11t at Prairieland Park.

Educational materials explaining the techniques and processes behind the works accompanied the exhibition to help educate the public about craft and what it means for work to be truly made by hand. A variety of functional and decorative wares in mediums such as clay, fibre, wood, and printmaking were on display and showcased the rich craft

culture in our province. Our involvement was an effort to promote and foster inspiration among the attendees of the Saskatoon Ex while showcasing some of our province's distinct artisans.

Artists:

- Bonny Sandy
- Susan Clark
- Cindy Hoppe
- Rick Hounjet
- Arliss Macniell
- Ruth Langweiser
- Cassandra Van Buekenhout
- Vivian Wasiuta

Craft Is... Show + Sale & Art Now Fine Art Fair 2024

The Saskatchewan Craft Council teamed up with SaskGalleries to introduce *Craft Is... Show + Sale* as part of the 9th annual *Art Now Fine Art Fair*, held at Prairieland Park in Saskatoon. This new craft market initiative replaced our traditional annual WinterGreen Fine Craft Market and was designed to foster collaboration, reduce costs, and increase exposure to our member artists. By alternating between Regina and Saskatoon each year along with *Art Now*, we were also able to reach new potential customers and create an engaging platform for both established and emerging artists.

Craft Is... Show + Sale took place from September 19 to 22, 2024 and proved to be a success, marking the SCC's inaugural event in this format. With a spacious and welcoming venue, the event featured 39 artist booths and hosted 43 marketers. This market nearly doubled the attendance of WinterGreen 2023, with 2,500 people enjoying the event over the weekend, compared to 1,363 attendees the previous year in Regina. The collaboration with SaskGalleries attracted an engaged audience who are passionate about supporting local craft and fine artistry, making the event a key highlight for Saskatchewan's craft community.

To help our marketers maximize their sales and reach, we provided them with an online course entitled *Market Success*, run by Daria Malin of Boost Marketing, as well as personalized social media assets to elevate their marketing efforts.

Panel Discussion

As part of our effort to engage the community, we hosted a panel discussion during the weekend, which focused on the intersection of craft and technology. The discussion featured members of the Saskatchewan Craft Council: Wendy Lloyd, Jeni Ly, and Jacob Semko, with Brandon Golding from Saskatoon MakerSpace (an Organizational Member of the SCC) serving as the moderator. The panel provided a dynamic and thought provoking conversation about how technology is shaping the craft world, offering new

tools and techniques for artists while preserving traditional craftsmanship. The discussion was a valuable opportunity for the audience to learn from experts and explore how emerging technologies can be integrated into the creative process.

Special Sunday Event

During past *Art Now* events, Sundays have generally attracted less attendees than other days. To increase attendance, SCC received funding from Culture Days Saskatchewan to host a *Glass Mosaic Workshop*. Attendees had the opportunity to create their own small glass mosaic, which they could take home. This interactive activity was led by Lenneke Verweij, Joan Hiebert, and Jennifer Olauson from the Saskatoon Glassworkers' Guild. This workshop added an additional layer of creativity and fun to the event.

Art Now Fine Art Fair

Along with our new market, *Art Now* showcased Saskatchewan's artistic talent in collaboration with local galleries. We presented an SCC booth, as in years past. The event provided an enriching experience for both artists and visitors, celebrating the province's creative community. Alongside the booth exhibition, SCC also offered online sales through our online store, making the artwork accessible to a broader audience and helping artists connect with potential buyers.

As part of SaskGalleries' *stART* program, we featured work by Janet Sebelius. The *stART* initiative is a feature of *Art Now* which gives emerging artists the opportunity to showcase their work.

57 artists participated in our booth, and we presented 175 original artworks for sale. Booth sales totaled \$6,565, which was a decrease from the previous year's \$10,780. However, the fair provided invaluable exposure to our organization and artists.

Artist Talk

As part of the programming for *Art Now*, we were thrilled to host a presentation by ceramic artist Paula Cooley, facilitated by our very own Alexa Hainsworth. This session provided the audience with an in-depth look into Paula's creative process, her artistic journey, and the unique techniques she employs in her clay works. It was an inspiring opportunity for attendees to become more familiar with Paula's exceptional craftsmanship, while also offering valuable insights for emerging artists.

Membership

As of March 31, 2025, we have 360 members in good standing. This is only down one member from 361 as of April 1, 2024. From January 1 to March 26, 2025, we had 32 new members join Saskatchewan Craft Council.

This year, SCC staff updated the membership section on our website, and the membership application form itself. This was to add clarity and hopefully encourage more members to join us.

We continue to assist our members with our programming, especially in *How Can We Help?* funded by Creative Saskatchewan. This program allows staff to use a portion of their work hours to give attention to the individual needs of members. Some examples include time spent helping with digital needs, giving advice on marketing development, and providing grant writing assistance. Another instance had staff organizing and sending artists images of their work that the SCC had shot and edited for our online store and past exhibitions.



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Shop Report

Shop Report

Written by Lesley Sutherland and Keiko Tanaka, Shop & Administration Coordinators

Welcome to the SCC Fine Craft Shop! We made the decision to change the name from Boutique to Shop to be more welcoming to visitors walking down Broadway, who may not already know who we are. Along with this name change came a brand-new sign on the front of the building. Thanks to the City of Saskatoon and the Broadway Business Improvement District for sharing in the cost of the sign.

This year, we had McCall Kindt join the gallery team after finishing their work on *Warp & Weft*. McCall works as a Gallery Assistant on Saturdays.

Sales

Total sales in the Shop (including the online store) for the period of April 1, 2024, to March 31, 2025, were \$119,910, with 1,815 individual pieces sold. This is an increase of \$1,727 from the previous fiscal year, but a decrease of 189 items. We saw the peak of our sales in November (11%) and December (15%), during our Christmas season. This peak was despite not having our usual Shop expansion during the holidays. Since the exhibition *Warp & Weft* utilized the entire gallery space, the Shop stayed in our usual corner in the back of SCC's space. During the summer months, we had a lot of visitors and our third and four highest sales months.

Artists

The SCC Fine Craft Shop now represents 132 artists from all over Saskatchewan. The number of artists fluctuates constantly, with new artists joining us and some saying goodbye.

This fiscal year we welcomed 15 new artists to the Shop:

- Nicole Adair – Photography
- Tabata Bagatim – Clay
- Amanda Brown – Fibre
- Connie Chaplin – Fibre
- Jill Cope – Fibre
- Jean-Marie Fogarty – Wood
- Susan Marles – Fibre
- Emily Mason – Fibre
- Janet Ng – Clay
- Barbara Schmidt – Fibre
- Don Schoenfeld – Sculpture

- Arlette Seib – Fibre
- Leslie Stadnichuk – Visual Art
- Kim Unger – Fibre
- Cassandra Van Buekenhout – Printmaking

This year we updated our artist consignment agreement, a long-needed change as the previous agreement was written in 2013 when the SCC was just opening the Boutique. These alterations were a work-in-progress for a couple of years. We believe this new contract benefits the artists as well as helps with our administration.

Top Selling Shop Artists (by Dollar Amount)

1. Leah Marie Dorion – Visual Art
2. Jacky Berting – Glass
3. Cindy Hoppe – Fibre
4. Susan Robertson – Clay
5. Paul Lapointe – Printmaking

Top Selling Shop Artists (by Number of Pieces)

1. Monique Martin – Printmaking & Mixed Media
2. Jacky Berting – Glass
3. Susan Robertson – Clay
4. Kathleen Slavin – Visual Art
5. Heike Fink – Fibre

Online Store

We currently have about 960 items posted in Shopify. During 2024, Keiko took on an extra workday each week to focus solely on updating the online store. This work includes photography, inventory management, writing and editing product descriptions, adding details from our inventory software to each product listing, managing categorization of products, and scheduling new products to be posted consistently.

Throughout the fiscal year, we shipped Saskatchewan fine craft around Canada and to many cities in the United States.

General Gallery Demographics

This year, we welcomed guests from 92 different Saskatchewan communities, from far south as Estevan and down from the north in La Ronge. Visitors came from all ten provinces in Canada, with people from Alberta and British Columbia making the majority. People from 20 different United States communities came to visit. We had visitors from all over the world, hailing from Australia, Austria, China, Denmark, Egypt, Finland, France, Germany, Ireland, Japan, Mexico, Russia, South Africa, Sweden, Switzerland, Thailand, and United Kingdom.



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Design Coordinator Report

Design Coordinator Report

Written by Reuben Bugara, Design Coordinator

I started as Design Coordinator in July 2024. During my first week, I worked alongside Emily Kohlert, the outgoing Design Coordinator, to learn the SCC brand, exhibition schedule, and overall workflow. Thanks to Emily's thoughtful handoff, I was able to transition smoothly and pick up right where she left off.

Exhibitions

The three exhibitions I worked on during this fiscal year were *Mud Matters*, *Warp & Weft*, and *Lunar Lore*.

Mud Matters was already well underway when I joined the SCC. Most of the promotional materials had been completed by Emily, but I helped finalize the last few social media posts.

Warp & Weft was the first exhibition I contributed to more significantly. Emily had begun the branding, and I finalized the visual identity. I combined an eighties-inspired typeface with colours sampled from Harris' tapestries. A brand guideline document was shared with the Remai Modern team to ensure a consistent look across the dual exhibitions. This collaboration also included sharing content across both institutions' social media channels to broaden the reach and awareness of the exhibition. I created promotional materials for the SCC's side of the show including posters, postcards, gallery window decals, and social media graphics. We also developed posts that gave added context to specific pieces in the exhibition to help audiences better connect with the work.

I collaborated with SCC member and photographer Kevin Hogarth to ensure the artworks were accurately captured and represented. Because *Warp & Weft* ran longer than our usual exhibitions, we did a second run of promotional materials to highlight events such as the opening reception and a weaving demonstration by professional weaver Jude Haraldson.

Lunar Lore was the final exhibition of the fiscal year and the first that I led from start to finish. I developed the full brand identity using one of the featured artworks in the wordmark, paired with a navy-blue gradient palette and a geometric sans serif typeface inspired by 1930s noir aesthetics, which was fitting for a moon-centric show. The brand was used across our standard promotional pieces, including posters, postcards, window decals, website images, and a full range of social media graphics.

Craft Is... Show + Sale

Between *Mud Matters* and *Warp & Weft*, I worked on promoting the inaugural *Craft Is... Show + Sale*, which was held in conjunction with SaskGalleries' *Art Now* event in

Saskatoon. This event replaced our *WinterGreen Fine Craft Market*. I designed posters and handouts, created a map of the space with our members' booths, and updated the SCC website with all events and a list of attending marketers. Our promotional focus was on showcasing the work of participating members to give audiences a sense of what would be available for purchase. I also attended and helped staff the event, alongside the SCC team.

New Building Signage

Another project that was started well before I joined the organization was the design of a new sign for the front of our building. The design was finished by Emily, and I worked alongside Exhibitions Coordinator Leah and Kota Graphics to ensure the sign was properly finalized and installed in August 2024. Along with the new sign, I also designed a new front door decal, as well as a sandwich board that stays on our sidewalk to further drive traffic into our Shop + Gallery.

Shop Promotions

In between promoting exhibitions, Danielle Rybka (who was a temporary replacement while Sydney was on leave) and I made an effort to promote items available for purchase in our Shop to help drive sales. The social media posts were either selected by a theme or medium, corresponded with a holiday or event coming up, or featured new items. This not only helped with sales but also offered variation to our social channels.

During the holiday season, Danielle and I tested two versions of a paid promotional ad. One followed our standard SCC branding, while the other used a vintage holiday-themed design. The vintage version saw stronger engagement. These results will help shape how we approach future seasonal campaigns for the Shop + Gallery. It is important to keep brand recognition of the SCC strong while also having room to explore styles and aesthetics that better resonate with certain target demographics.

50th Anniversary Branding

The year 2025 marks the 50th anniversary of the SCC. To commemorate this milestone, I created a modified version of our logo that includes "50 Years" alongside our standard branding, as well as a banner that to be added to both print and digital materials to further highlight the anniversary. These updated design assets are being used across all SCC-branded materials this year. In addition to the logo, I also developed and designed a dedicated anniversary webpage on the SCC website. This page features past interviews with founding members, a timeline of the SCC's history, and a section where members and visitors can share personal stories and memories of their time with the SCC. We will continue to update and promote this webpage and this milestone throughout the rest of the year.

General Website Design Updates

Since beginning at the SCC, I have gradually updated the SCC website. I established a consistent typographic hierarchy and ensured visual styles were aligned across all pages. I also introduced a refreshed design language that includes colour blocking and rounded corners to improve readability and reflect current web design trends. For backend updates and technical support, I worked closely with Blair Habicht from Jellycode to make sure the website continues to run smoothly and efficiently.



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Exhibitions Report

Exhibitions Report

Written by Alexa Hainsworth, Leah Moxley Teigrob, and Maia Stark, Exhibitions Coordinators

We started the year with the final weeks of *Seasons of Light* by the Saskatoon Glassworkers' Guild, which brought in a total of 3,130 visitors to the gallery. Spring kept us busy with gallery rentals and events, along with some shuffling of staff responsibilities. Maia Stark was on a personal leave for most of this fiscal year. After saying goodbye to longtime SCC Exhibitions Coordinator Steph Canning, Leah Moxley Teigrob moved into the role while completing her existing work with the Office of the Treaty Commissioner on a reconciliation action plan. Alexa Hainsworth took on Exhibitions Coordinator responsibilities as well, while also assisting Jillian Bogan as she took over in Member Services.

We humbly accepted an invitation to sponsor an award for the *High School Art Show* hosted at the Gordon Snelgrove Gallery on the University of Saskatchewan campus. Leah and Alexa were delighted to present the *Award for Excellence in Fine Craft* to a promising young artist at a public reception on May 3, 2024.

Soon after, we welcomed artist Lucas Morneau from New Brunswick for the installation of *Queer Newfoundland Hockey League (QNHL)* in SCC Gallery. *QNHL* is a fictional hockey league made up of 14 teams, presented through crocheted and rug hooked hockey jerseys, queered hockey cards, and crocheted goalie masks. Team names all include pejoratives used against the LGBT2QIA+ community to reclaim the words often used against queer individuals both on and off the ice. Each jersey is created using craft practices often deemed "women's work" and make references to the history of rug hooking in Newfoundland and the use of stockings from women around rural communities in the province. As a University of Saskatchewan alumni and former summer student at the SCC, Lucas' presence was a welcome reunion for many of our staff and patrons. We celebrated a combined artist talk and reception during his visit on May 11, 2024, and published a recording of the talk on our YouTube channel. The exhibition received an abundance of media attention and attracted several high school art classes to the gallery before the end of the school year.

We presented a two-person ceramics exhibition by Charley Farrero and the late Evan Quick called *Mud Matters* for the summer months. The two artists use a similar approach to their process, creating a spectacle of miniature vignettes that are both whimsical and pensive in nature. They assemble small clay elements into a 3-dimensional ceramic collage. These playful elements entice the viewer to investigate further and allow us to see the deeper meaning behind their works. The exhibition coincided with several exciting Saskatoon events, including *Nuit Blanche*, which brought in more than 2,000 visitors to the Gallery + Shop in one night. Visitors enjoyed a scavenger hunt through the intricate clay worlds the two artists created. We were delighted to be able to honour Evan's legacy and showcase the significant contribution

he and Charley have made to the craft community in Saskatchewan.

Throughout the fall months we launched a volunteer program in partnership with the Saskatoon Open Door Society; implemented a new brand guide, including the installation of new exterior building signage; continued research and developed loan agreements with collectors for the upcoming Kaija Sanelma Harris project; and announced the program plan for *Dimensions 2025*. In November, Alexa and Leah traveled to Regina to celebrate Creative Saskatchewan's 10-year anniversary. The gathering included Creative Saskatchewan staff and board members, industry association members, and government representatives. We brought along some beautiful works of fine craft to share among the other creative sectors.

The Saskatchewan Craft Council proudly presented *Warp & Weft*, a retrospective exhibition celebrating the life and work of Finnish-born Canadian textile artist Kaija Sanelma Harris. The exhibition ran from October 12, 2024, to February 08, 2025, at SCC Gallery in Saskatoon, and was developed in partnership with Remai Modern. This project was the culmination of nearly a decade of hard work and diligence by SCC staff and community members alike.

The SCC was asked to submit up to three pieces by established SCC members to the *Coast to Coast to Coast* collective exhibition, a collaboration between the Canadian Crafts Federation and the Conseil des métiers d'art du Québec (CMAQ). This exhibition was featured at *Salon des Métiers d'Art* in Montreal in December. A call for submissions went out to our members and works were selected based on cultural and material diversity that reflects Saskatchewan's craft excellence and cultural diversity, with a focus on showcasing a variety of materials, techniques, and perspectives, including Indigenous contributions. Work by SCC members Hilary Johnstone and Melanie Monique Rose were included in the exhibition. The work was shown from December 12 to 22, 2024, in Montreal, followed by a second show at the Ottawa Art Gallery from January 18 to April 20, 2025. A third show is being considered for fall 2025.

In February, we opened *Lunar Lore*, a group exhibition by Hanna Yokozawa Farquharson (Saltcoats), Savannah Holt (Saskatoon), and Zoë Schneider (Regina) that bathes the viewer in the full embrace of the moon. Fibre, ceramics, and sculpture brought a welcome calm to the space, while illuminating the varied ways these artists approach the moon as inspiration. Working with themes of cyclicity, time, consistency, and ritual, *Lunar Lore* offers a journey through the many ways we know the moon, speaking to its universality of themes. A lively reception was held on February 22, which brought together many friends, family members, and supporters in celebration of the achievements of these three artists.

Exhibition Schedule

#340 Seasons of Light

- Group exhibition by the Saskatoon Glassworkers' Guild
- Dates: March 16 – May 4, 2024

- Total exhibition attendance: 3,130
- Reception, March 22: 109
- Curator's Discussion, March 12: 26

#341 Queer Newfoundland Hockey League

- Solo textile exhibition by artist Lucas Morneau
- Dates: May 11 – July 6, 2024
- Total exhibition attendance: 3,881
- Artist Talk/Reception, May 11, 2024: 76
- Two school tours, total attendance: 38
- Saskatchewan Art Gallery Day, June 1, 2024: 157

#342 Mud Matters

- Ceramic exhibition by SCC founding members Charley Farrero and Evan Quick
- Dates: July 13 – September 28, 2024
- Total exhibition attendance: 7,358
- Reception, July 20, 2024: 80
- Fringe Festival/Broadway Days, August 3, 2024: 115
- Broadway Street Fair, September 7, 2024: 180
- Nuit Blanche September 29, 2024: 2,158
- School tour: 32

#343 Warp & Weft: Kaija Sanelma Harris

- A collaborative retrospective exhibition of weavings and tapestries held by Saskatchewan Craft Council Gallery and the Remai Modern
- Dates: October 12, 2024 – February 8, 2025
- Total exhibition attendance: 7,556
- Reception at SCC Gallery, October 19, 2024: 85
- Tour of Early Childhood Education Students, October 22, 2024: 5
- Ask a Weaver with Jude Haraldson, January 18, 2025: 46
- Curators' Talk at Remai Gallery, October 19, 2024: 110

#344 Lunar Lore

- An exhibition by Savannah Holt, Zoë Schneider, and Hanna Yokozawa Farquharson that combines fibre, ceramics, and sculpture to illuminate three artists' approach to the moon as inspiration.
- Dates: February 15 – April 26, 2025
- Total exhibition attendance: 3,636
- Reception, February 22, 2025: 88

No call for exhibition proposals this year, as we are booked until 2027.



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Guest Book Statistics

Total visitors from Canada – 1,589

Total visitors from Saskatchewan – 1,368

Municipality	Number of People
Admiral	1
Allan	1
Anglin Lake	1
Asquith	1
Battleford	2
Biggar	14
Blackstrap	2
Blaine Lake	1
Borden	2
Bradwell	1
Brendenbury	1
Buffalo Pound Lake	2
Christopher Lake	1
Craik	1
Creighton	1
Crossmount	2
Cufknife	1
Dalmaney	2
Davidson	6
Delise	2
Dundurn	2
Ebenezer	1
Elbow	2
Easterhazy	2
Estevan	2
Fish Creek	2
Fort Qu'Appelle	1
Gernbush	1
Glenbain	1
Grasswood	2
Hepburn	1
Holbein	1
Humbolt	6
Ituna	1
Kindersley	3
Kyle	1
La Ronge	8
Laflech	1

Lake Lenore	1
Langham	1
Lanigan	1
Lloydminster	4
Manitou Beach	3
Martensville	5
Meacham	8
Meadow Lake	1
Melfort	2
Moose Jaw	7
Neuanlage	1
North Battleford	5
Outlook	4
Pennant	1
Perdue	1
Pike Lake	2
Pilot Butte	2
Preeceville	1
Prince Albert	11
Prud'Homme	2
Redvers	1
Regina	105
Riverhurst	1
Rockford	1
Rockglen	1
Rosetown	1
Roleau	1
Rosthern	3
Ruddell	1
Saltcoats	1
Saskatoon	1048
Shaunavon	1
Shellbrook	1
Spiritwood	2
St Denis	1
Sundre	1
Swift Current	3
Theodore	1
Tisdale	2
Treaty 6	1
Tugaske	2
Unity	1
Vanscoy	3

Vibank	3
Vonda	1
Wakaw	5
Waldena	1
Warman	1
Weyburn	1
Wild Rose	1
Wilkie	1
Wishart	1
Wolseley	1
Yorkton	6

Total visitors from Alberta – 66

Municipality	Number of People
Bonnyville	1
Calgary	15
Camrose	3
Canmore	1
Coaldale	1
Edmonton	25
Foothills	1
Grande Prairie	1
High River	1
Killian	1
Leduc Country	1
Lethbridge	1
Marwayne	1
Medicine Hat	1
Nordegg	1
Okotoks	1
Parkland County	1
Red Deer	1
Sebabead	1
Stony Plain	1
Wetaskiwin	1

Total visitors from British Columbia – 43

Municipality	Number of People
Abbotsford	1

Burnaby	1
Burton	1
Courtenay	1
Creston	1
Fort St Johns	1
Galiano	1
Kamloops	1
Kaslo	1
Kelowna	2
Kimberly	1
Kitimat	4
Langley	1
Parksville	1
Prince George	2
Vancouver	16
Victoria	7

Total visitors from Manitoba – 27

Municipality	Number of People
Anola	1
Brandon	1
Darlingford	1
Flin Flon	7
Souris	4
Winnipeg	13

Total visitors from New Brunswick – 6

Municipality	Number of People
Fredericton	3
Unspecified	2

Total visitors from Newfoundland and Labrador – 9

Municipality	Number of People
Birchy Bay	1
Conception Bay South	1
Corner Brook	3
Hopedale	1
Mount Pearl	1
Sheppardville	1
Unspecified	2

Total visitors from Nova Scotia – 10

Municipality	Number of People
Darmouth	1
Halifax	7
Picton	1
Wagmatcook	1
Unspecified	2

Total visitors from Ontario – 49

Municipality	Number of People
Ammerstburg	1
Burlington	1
Hamilton	1
Kenora	1
Kingston	1
Kitchener	1
London	2
Magetawan	1
Milford	1
Milton	1
Minden	1
Mississauga	2
Niagara on the Lake	1
North Bay	1
Oakville	1
Ottawa	10
Perth	2
Peterborough	2

Sudbury	1
Thunder Bay	2
Toronto	11
Unspecific	3

Total visitors from Quebec – 4

Municipality	Number of People
Montreal	2
Gatineau	1
Unspecified	1

Total visitors from United States of America – 20

Municipality	Number of People
Blaine, WA	1
Boston, MA	1
Chicago, IL	1
Fredericksburg, VA	1
Houston, TX	1
Little, PA	1
Maple Grove, MN	1
Portland, OR	1
San Diego, CA	1
San Jose, CA	1
Sandy, UT	1
Seattle, WA	1
Tacoma, WA	1
Tuscan, AZ	1
Ventura, CA	1
Washington DC, MA	2
North Carolina	1
Tennessee	2
Wisconsin	1

Number of visitors from other countries:

- Australia – 3
- Austria – 1
- China – 1
- Denmark – 3
- Egypt – 1
- Finland – 1
- France – 1
- Germany – 1
- Ireland – 1
- Mexico – 2
- Russia - 1
- South Africa – 1
- Sweden – 2
- Switzerland – 1
- Thailand – 1
- United Kingdom – 1



SASKATCHEWAN CRAFT COUNCIL

Annual Report 2024/2025

Marketing Report

Marketing Coordinator Report

A note from Carmen:

Thanks to Sydney and Danielle we were able to gather a lot of statistics. We included all the data that they captured to show you the kinds of information that is available to track. Paying attention to this kind of data will help you understand who your audience is, and what kinds of things they are exploring. The report is lengthy but interesting.

Written by Sydney Luther, Marketing Coordinator

I returned to my position as Marketing Coordinator at the Saskatchewan Craft Council at the end of January 2025, after a leave of absence. Danielle Rybka was in the position from January 2024, and we overlapped for a few weeks for training.

Since I returned, I have been consistently posting on seven different platforms due to the segmentation of social media users in 2025. Keep in mind this is a strategy I've chosen for our organization and won't necessarily be the best for your small business.

I post most often on Facebook and Instagram (owned by Meta), where we have the highest number of followers and the best level of engagement. I post at least weekly on Threads (also owned by Meta), Bluesky, and LinkedIn. Video content from Instagram and Facebook is also shared onto our TikTok and YouTube accounts (as "YouTube Shorts"), as well as the platforms previously mentioned. Danielle set up our Pinterest account to automatically post all new products listed in our Shopify store, as well as shares our Meta social media posts. I have not altered that.

During her time with the SCC, Danielle researched non-profit fundraising and recommended to Carmen and the Board that we get a TipTap machine. This was approved and in June 2024 she set up the machine in the gallery. This allows visitors to easily and quickly donate using tap (from their phone, debit, or credit card) in increments of \$5, \$10, and \$20. In the 2024/2025 fiscal year, we collected \$2,905 in donations, in 322 transactions through TipTap.

Glossary:

- **Reach** – The number of unique individual users who have seen a piece of content, regardless of whether they interacted with it.
- **Impressions** – The number of times a piece of content was seen by a user, including multiple views by an individual, regardless of whether they interacted with it.
- **Algorithm** - A set of computational rules and procedures employed by social media platforms to determine how content is sorted, prioritized, and delivered to users. Learning how to use a platform's algorithm to reach the most interested people for free is a constantly changing task and it unfortunately doesn't come with a rulebook. So much of this strategy is based on guesswork, as well as trial and error.

- **Organic** — Content that was posted and we did not spend money to boost. This is content that gained interactions for free.

Saskatchewan Craft Council Social Media Statistics:

April 1, 2024 – Data taken from last year’s report by Danielle

- Facebook – 6,321 followers
- Instagram – 5,497 followers
- YouTube – 140 subscribers
- LinkedIn – 112 followers
- Talking Craft (public newsletter, in MailChimp) – 1,541 subscribers

March 31, 2025

- Facebook – 6,521 followers (3.2% increase)
- Instagram – 5,848 followers (6.4% increase)
- YouTube – 148 subscribers (5.7% increase)
- LinkedIn – 159 followers (42.0 % increase)
- Talking Craft (public newsletter, in MailChimp) – 1,546 subscribers (0.3% increase)
- TikTok – 395 followers
- Pinterest – 152 followers
- Threads – 976 followers
- Bluesky – 187 followers (joined on February 13, 2025)

Platform Report: Facebook

The followers on our Facebook page grew from 6,321 to 6,521 followers this fiscal year, which is a 3.2% increase.

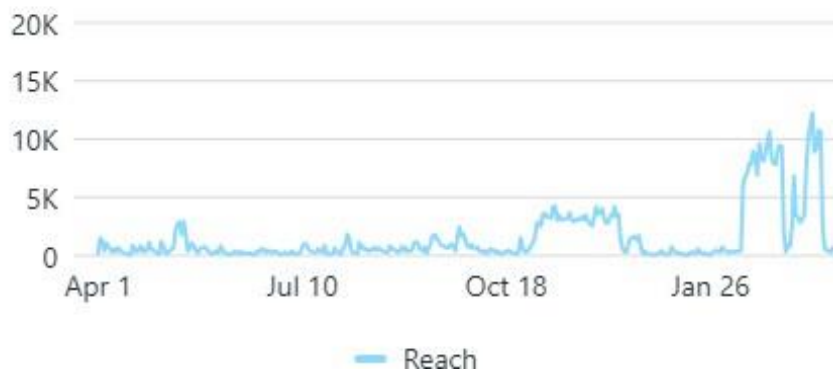


In this screenshot above, you can see that our Facebook page followers grew steadily. This is a positive thing and shows that our content continues to engage users and encourages them to follow. Although this is fairly slow growth, we need to consider that we have been posting consistently for a decade now and our niche is quite small (art supporters in a small province). Due to these factors, this is still an acceptable rate of growth.

The graph below lists the total reach of all our content on our Facebook page over the fiscal year. This has decreased from the year previous. This is likely because we spent less money on advertising on the platform overall, as this reach includes those on ads. When you spend money on Meta ads, you are essentially purchasing reach.

Reach ⓘ

217,365 ↓ 18.4%



The screenshot below (next page) shows the top eight organic posts (based on reach) on our Facebook page. Interestingly, these are all photo posts (where it says “multi media”, it is a post that includes several images) rather than text, links, video posts, or stories. Many of these are graphics with text and not only photos, which is a good indication that our followers enjoy taking in information from graphics, and seem to prefer that to text or link posts. A few of these top posts are specifically about individual member artists and not our organization as a whole, which is another key point for us to keep in mind as we plan further content. As we know, people like to support people.

Title	Date published ↑↓
 We're excited to be one of 11 galleries at the 9th Edition Art Now Fine Art Fa... Multi media · Saskatchewan Craft Council	Boost ... Sep 13, 2024
 In memory of Mel Bolen, a founding member of the Saskatchewan Craft Cou... Photo · Saskatchewan Craft Council	Boost ... Sep 25, 2024
 This past summer, Heike Fink's solo exhibition, "Like a Rolling Stone - Habita... Multi media · Saskatchewan Craft Council	Boost ... Aug 1, 2024
 For more than 50 years, before our organization even officially existed, the D... Photo · Saskatchewan Craft Council	Boost ... Wed Mar 12, 3:20pm
 Changes Ahead for CraftLovers! The Saskatchewan Craft Council is bitterswe... Photo · Saskatchewan Craft Council	Boost ... Oct 25, 2024
 Mark your calendars for Culture Days happening Sept 20 - Oct 13, 2024! Joi... Photo · Saskatchewan Craft Council	Boost ... Jul 10, 2024
 Mud Matters - Written by Patrick Close Recent ceramic works of Charley ... Photo · Saskatchewan Craft Council	Create ad ... Jul 10, 2024
 Dive into the magic of mud at "Mud Matters"! Discover Charley Farrero and ... Multi media · Saskatchewan Craft Council	Boost ... Jul 31, 2024

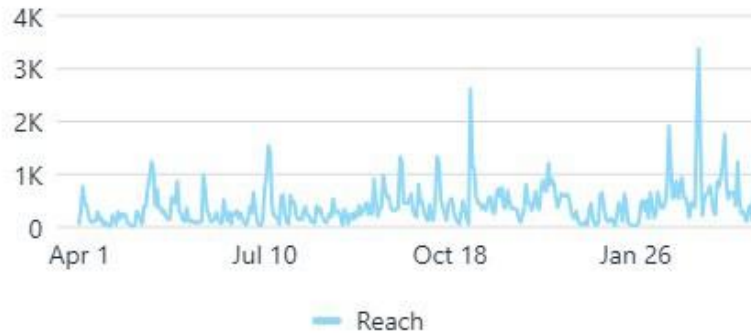
Platform Report: Instagram

The followers on our Instagram account grew from 5,497 to 5,848 followers, which is a 6.4% increase.

The reach of our content has also increased slightly, despite spending less money on advertising (see below). This is a good indication that our organic content is engaging enough that the Instagram algorithm deems it relevant and engaging.

Reach ⓘ

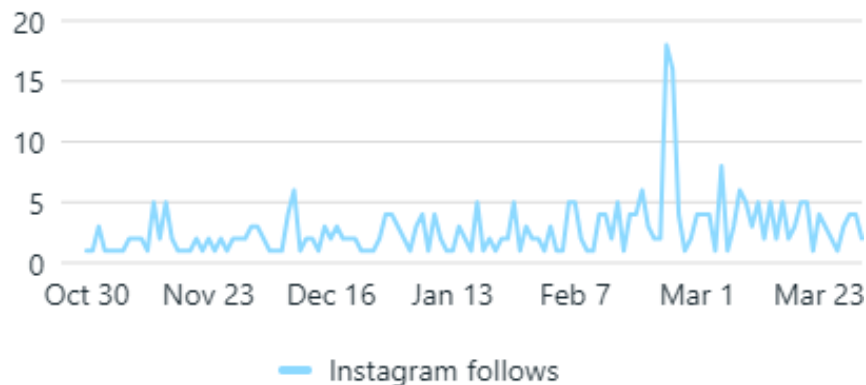
41,563 ↑ 5.1%



From the screenshot below, you can see that we gained 351 followers on Instagram in the fiscal year. This is slightly more than on Facebook and makes Instagram our most popular platform. This has been the case for years and is also true for most other accounts in our industry.

Follows ⓘ

351



Title		Date published ↑↓
 Our organization has released a statement, which you can read in the secon... Carousel · skcraftcouncil	Boost ...	Fri Feb 28, 2:22pm
 Our online store has over 1000 pieces of craft and each one is given special ... Reel · skcraftcouncil	Boost ...	Oct 29, 2024
 We are honoured to announce the expert jurors for Dimensions 2025: Brend... Carousel · skcraftcouncil	Boost ...	Wed Feb 12, 7:00pm
 Warp & Weft opens at the SCC tomorrow, Oct 12. Join us for our opening re... Reel · skcraftcouncil	Boost ...	Oct 11, 2024
 There's a lot of treasures to capture around here! 🏠 #socialmediamarketin... Reel · skcraftcouncil	Boost ...	Sat Mar 22, 9:57am
 It was a very busy Show Change week, but we're all installed and ready for t... Reel · skcraftcouncil	Boost ...	May 10, 2024
 Halloween Alert! Alexa was cloned! Of course, all the Alexas showed up t... Carousel · skcraftcouncil	Boost ...	Oct 31, 2024
 Dimensions 2025 Call for Entries! 📣 📣 Dimensions is the Saskatchewan Cr... Photo · skcraftcouncil	Boost ...	Dec 19, 2024

Above is a list of the top eight organic posts on our Instagram account (by reach). Half of these are reels (video), and the other half are images (the term “carousel” refers to several images in one post). This is an indication that we should continue to include a variety of types of content in our plan moving forward.

The top post is a statement that Carmen wrote, speaking out against the Trump administration’s cutting of funding to American art institutions and how it has affected Canadian artists. It was very popular. It urged art lovers to show their support and share the post, which increased engagement. As a government funded organization, we do obviously need to be careful of the number and type of political posts we share, but it seems that occasionally standing up for Canadian artists politically can be a great way to engage our followers and their online communities. It communicates to our online community that we hold their same values.

Platform Report: Meta Advertising

Amount spent	Reach	Impressions	CPM (cost per 1,000 impressions)	CPC (cost per link click)	Cost per result	Clicks (all)	Post engagements
\$193.32	19,597	50,525	\$3.83	\$0.24	\$0.24 Link Click	1,140	861
\$193.08	23,558	46,352	\$4.17	\$0.16	\$0.16 Link Click	2,023	6,225
\$130.90	68,820	190,488	\$0.69	\$2.98	\$1.90 Per 1,000 People Reached	73	48
\$112.23	16,070	25,726	\$4.36	\$0.20	\$0.20 Link Click	801	916
\$111.99	13,765	39,465	\$2.84	\$0.27	\$0.27 Link Click	568	435
\$29.96	5,152	7,836	\$3.82	\$0.17	\$0.19 Landing Page View	281	188
\$21.31	21,178	26,060	\$0.82	\$1.78	—	18	14
\$888.45 Total spent	153,626 Accounts Cen...	479,719 Total	\$1.85 Per 1,000 Impressions	\$0.28 Per Action	— Multiple conversions	4,944 Total	8,719 Total

Over this fiscal year, we spent a total of \$888.45 on Meta advertisements. These were displayed on both Instagram and Facebook. This is the only digital platform on which we advertised. 85% of this budget was spent on SCC Fine Craft Shop ads and were linked to products on our online store.

It appears that these ads did not lead to any direct purchases online. I have already done quite a bit of research since I've returned on how to better spend an advertising budget to encourage purchases and have implemented this going forward (like in the *Craft Is 2025* campaign).

It is important to note that stating these ads did not lead to direct purchases does not take the big picture into account. For example, we know that we reached 153,000 individual users on Meta platforms with the ads. Whether they immediately purchased something online or not, they are now more likely to know our organization's name, what we do, and the fact that we have a store at all. This type of awareness is very valuable, even if it's not linked directly to sales data. These users are primed to be remarketed to and may make a purchase in the near future. We also don't know whether they bought something in person or purchased online at a later time.

Platform Report: LinkedIn

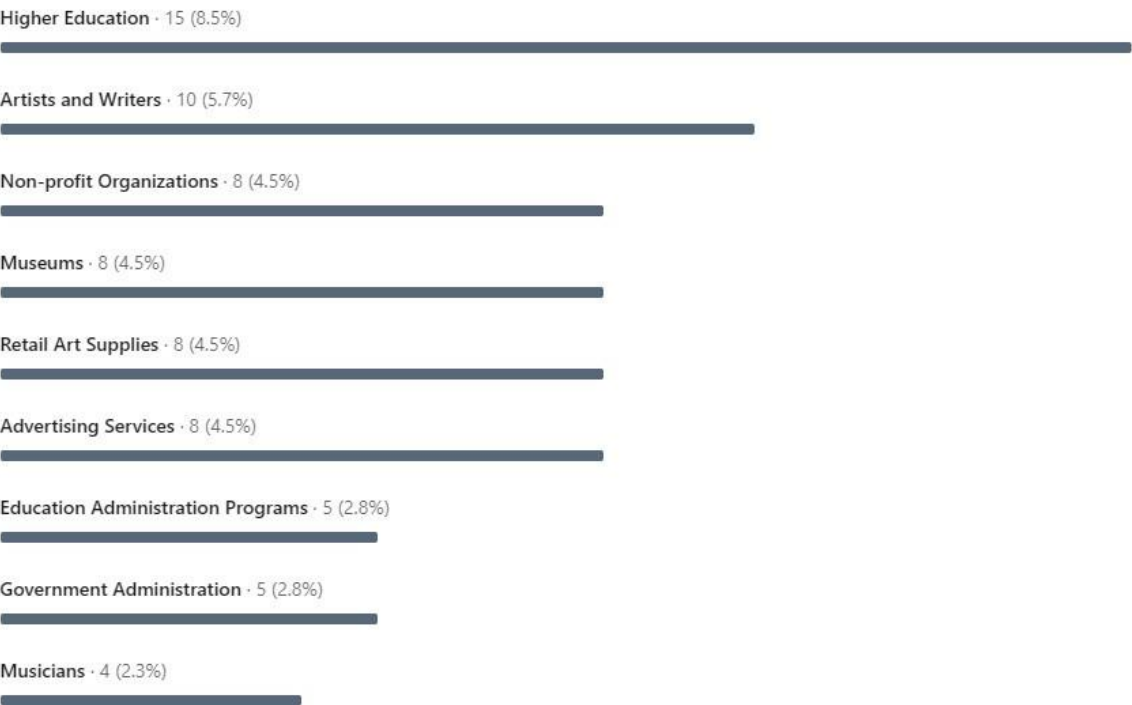
The followers on our LinkedIn business page grew from 112 to 159, which is a 42.0% increase.

We didn't post on our LinkedIn page between October 4, 2024, and March 13, 2025. However, we still grew our followers over the year. I will note that the growth mostly took place during times we were posting consistently. Further research on how to grow business page followers and reach on this platform is necessary.

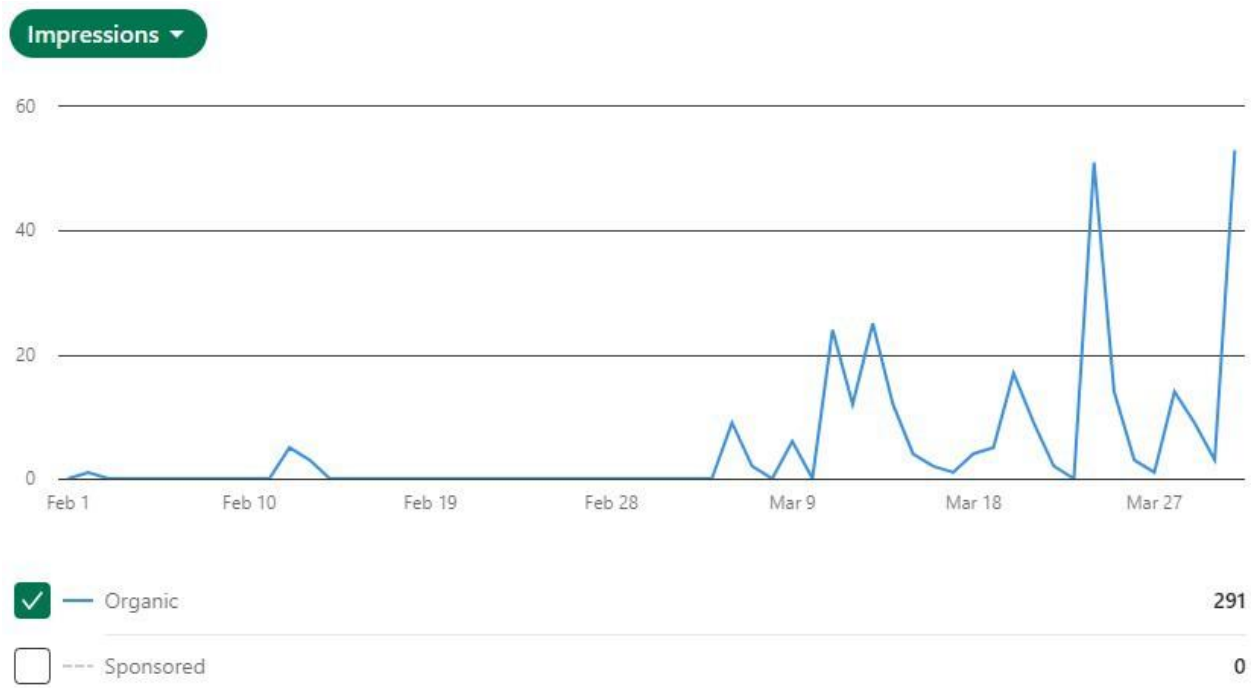
Below is a list of the demographics of our LinkedIn followers. This is useful information for future advertising strategy. The more we understand about the people who do support us, the better we can market to those like them.

Follower demographics ?

Industry ▾

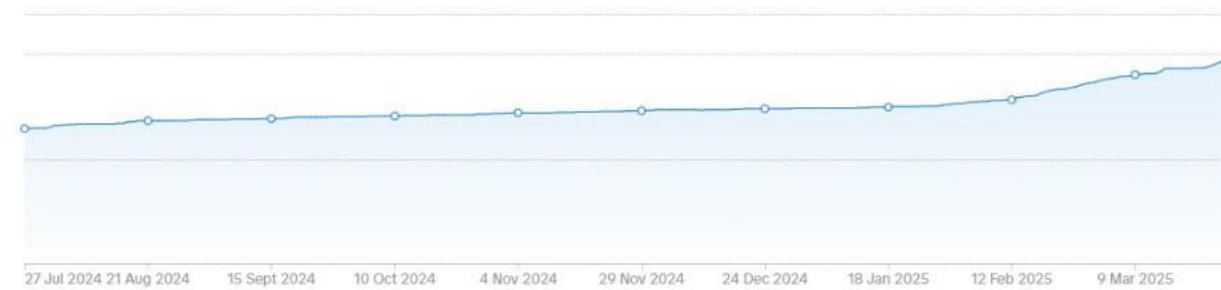


The analytics on LinkedIn business pages only has a history of a few months. Below is a screenshot of our content’s impressions over the last two months of the fiscal year (February and March 2025). As one would expect, our impressions jumped as soon as we started posting consistently again.

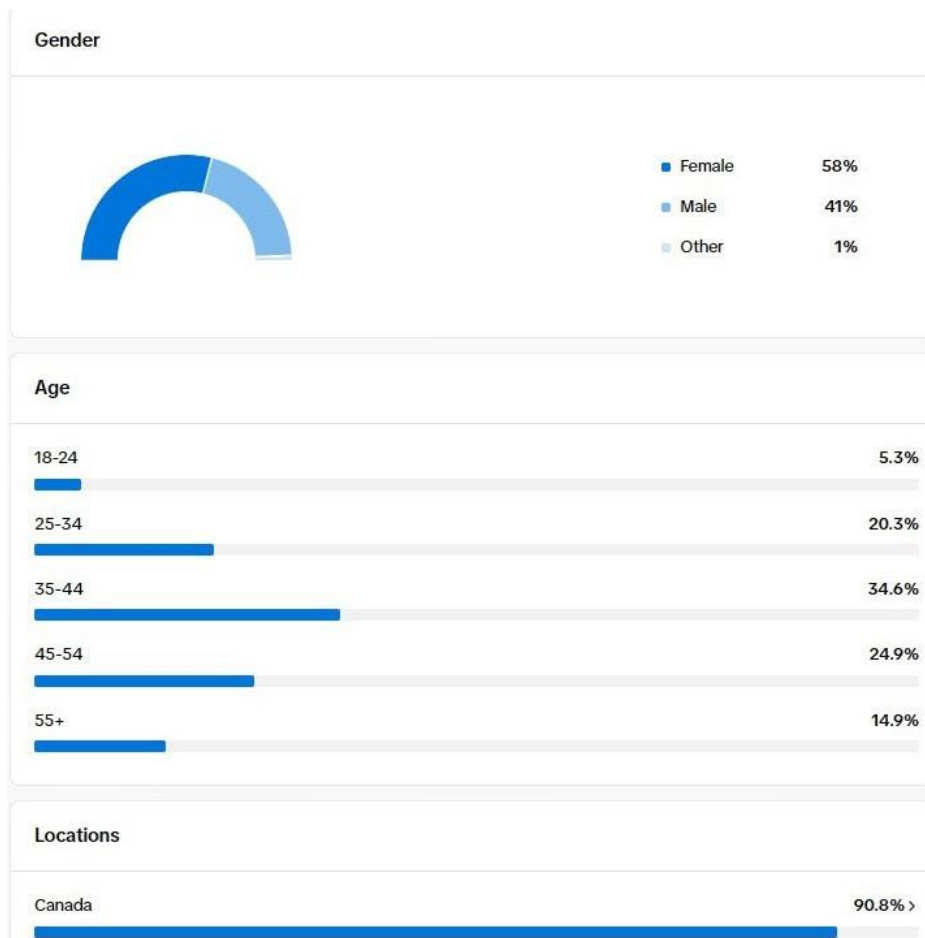


Platform Report: TikTok

Unfortunately, I do not know how many new followers we received during the fiscal year as it was not reported in the last report. TikTok only supplies 365 days of history in their analytics, and I did not write this report until July 2024. As of July 2024, we had 258 followers. You can see from the graph below that our followers steadily increased from that date until the end of the fiscal year.



In this screenshot below, you can see the demographic breakdown of our followers on TikTok. This is notable as it skews slightly younger than other platforms and there is a higher percentage of men interacting with our content than other sites, as well.



Platform Report: YouTube

The followers on our YouTube account only increased slightly over the year, from 140 to 148 subscribers (5.7% increase). However, our viewership was much higher than these 8 new subscribers would indicate.

In the selected period, your channel got 2,064 views



Below is a list of the content we posted over the year. We only produced a handful of videos, so the view count is about what is expected. It also makes sense that our subscribers didn't grow very much, as we didn't post consistent content.

Videos published by Content type

Content type	+	Videos published ↓	
Total		6	
Shorts		3 50.0%	
Live stream		2 33.3%	
Videos		1 16.7%	

Views by Content

Content		Views ↓ ▲	Watch time (hours)	Subscribers	Average view duration	Impressions	Impressions click-through rate
Duration	Publish date						
Total		2,064	88.5	8	2:34	13,748	3.2%
 0:27	Lunar Lore - Zoë Schneider's Inspiration	501 24.3%	1.3 1.5%	1 12.5%	0:09	76	1.3%
 9:43	Leah Marie Dorion - Artist Interview	469 22.7%	24.0 27.1%	0 0.0%	3:04	2,018	6.4%
 1:02	Talking Craft with Leah Marie Dorion	266 12.9%	3.0 3.4%	1 12.5%	0:41	1,607	7.0%
 43:00	Artist Talk with Lucas Morneau: Queer Newfoundland Hocke...	82 4.0%	10.3 11.6%	0 0.0%	7:30	630	1.4%
 1:03:47	Talking Craft with Lorraine Roy	68 3.3%	6.1 6.8%	1 12.5%	5:20	602	4.7%
 44:30	Dimensions 2021 Awards	58 2.8%	7.2 8.2%	0 0.0%	7:27	244	2.1%
 12:30	Timeless Instruments featured on Max TV	52 2.5%	4.1 4.7%	0 0.0%	4:45	201	9.5%
 0:59	Totally Locally - Saskatchewan Craft Council	45 2.2%	0.4 0.5%	0 0.0%	0:35	77	2.6%
 49:00	Talking Craft with Cathryn Miller	45 2.2%	6.4 7.2%	2 25.0%	8:30	234	1.3%
 9:41	Duet: A Partnership in Life & Art	42 2.0%	1.4 1.5%	0 0.0%	1:56	255	4.3%

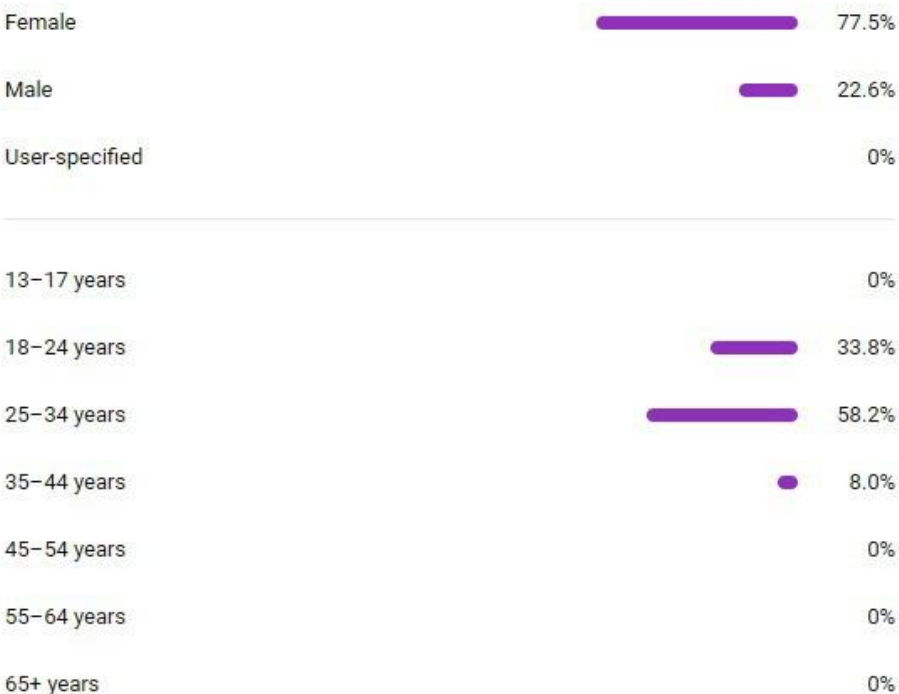
Above is a list of the top videos by number of views in the time period. Many of the most viewed videos on our channel weren't posted during this fiscal year, which shows that YouTube content has a much longer life than other platforms.

Artist Leah Marie Dorion's name is always a top search on our website and online store, so the fact that her interviews continue to draw attention isn't a surprise. Artist interviews and talks overall draw much attention, as do the Shorts (which are the same vertical shape as TikTok videos and Instagram reels).

This chart below breaks down the demographics of viewers. The age here is even lower than on TikTok. When we are trying to reach people under 30, these two platforms should be a focus of our strategy. This isn't usually our main target audience as they don't generally have the money to purchase higher priced art. However, if a specific project or exhibition calls for this audience, I will keep this in mind.

Age and gender

Views · Apr 1, 2024 – Mar 31, 2025



Platform Report: Bluesky

One of the first decisions I made when returning to my position was to remove our X (formerly Twitter) profile. I instead created a Bluesky profile. This decision was made due to recent user trends on both sites. There has been a mass-exodus from X/Twitter and engagement has dropped on the site, with active users moving to Bluesky and Threads (where we already had a profile). There was a huge surge in users signing up to Bluesky, with most active Saskatchewan users reported to be middle-aged, politically progressive, and university educated, all of which are demographics that align with our targeted audience. Within one week of being on the platform we had 133 followers, and by the end of March we had 187. This platform does not have analytics, but it seems we are getting genuine interaction from local users, so I will continue to post.

Platform Report: Threads

Unfortunately, Threads only gives insights back 90 days, so I do not have data to report on for this time period. Additionally, our follower count was not included in last year's report. Although we have almost 1,000 followers as of July 2025, from my anecdotal experience we do not get much engagement on the site. However, I will continue to post the same content as I do on Bluesky as it doesn't take much additional labour. With the recent introduction of ads on Threads, it will be interesting to see if our follower count and engagement will grow.

Platform Report: Pinterest

As I mentioned at the start of my report, I haven't changed anything from how Danielle had Pinterest set up. Pinterest functions more like a search engine than a social media site, so automatically populating it with current products from our store appears to be the best way to gain clicks. Although our followers have not increased significantly, you can see our Pinterest engagement is still high (below).

Overall performance					
Metrics updated 1 day ago.					
Impressions ⓘ	Engagements ⓘ	Outbound clicks ⓘ	Saves ⓘ	Total audience ⓘ	Engaged audience ⓘ
212.29k	3.92k	425	452	131.69k	2.66k

An interesting insight from Pinterest's analytics is this list of interests for our audience (below). This is another piece of data that can be used in future targeted advertising campaigns across platforms.

Categories and interests

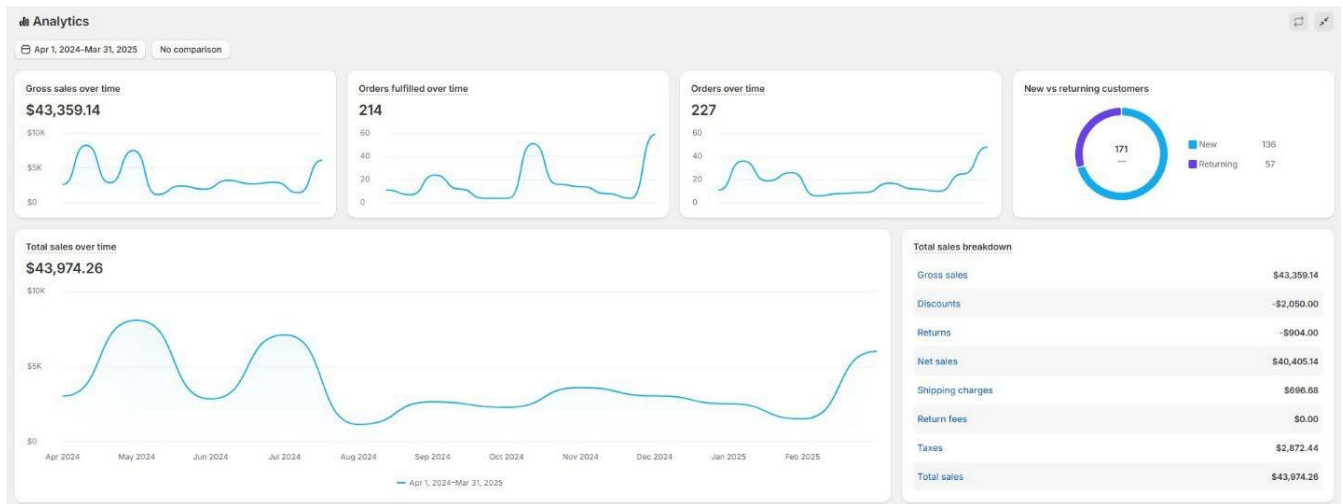
The most popular categories and related interests for this audience

Category	Affinity ⓘ	% of audience ↓	Art interests		
art	1.11x	96.8%	Interest	Affinity ⓘ	% of category audience ↓
home decor	1.15x	96.7%	painting	1.49x	84.6%
diy and crafts	1.39x	91.6%	drawing	1.11x	79.0%
design	1.20x	88.4%	street art	1.37x	60.7%
education	1.17x	87.8%	photography	0.81x	59.2%
women's fashion	1.15x	82.8%	art tutorial	1.17x	41.6%
beauty	1.11x	82.0%	ceramic art	9.11x	33.8%
			body art	0.87x	33.8%
			mixed media art	2.88x	29.0%
			illustration	0.87x	27.0%
			art supplies	1.37x	25.7%
			metal art	8.27x	22.7%

Affinity indicates how much this audience is interested in a particular topic compared with the corresponding Pinterest-wide audience

Website Report: Shopify Online Store

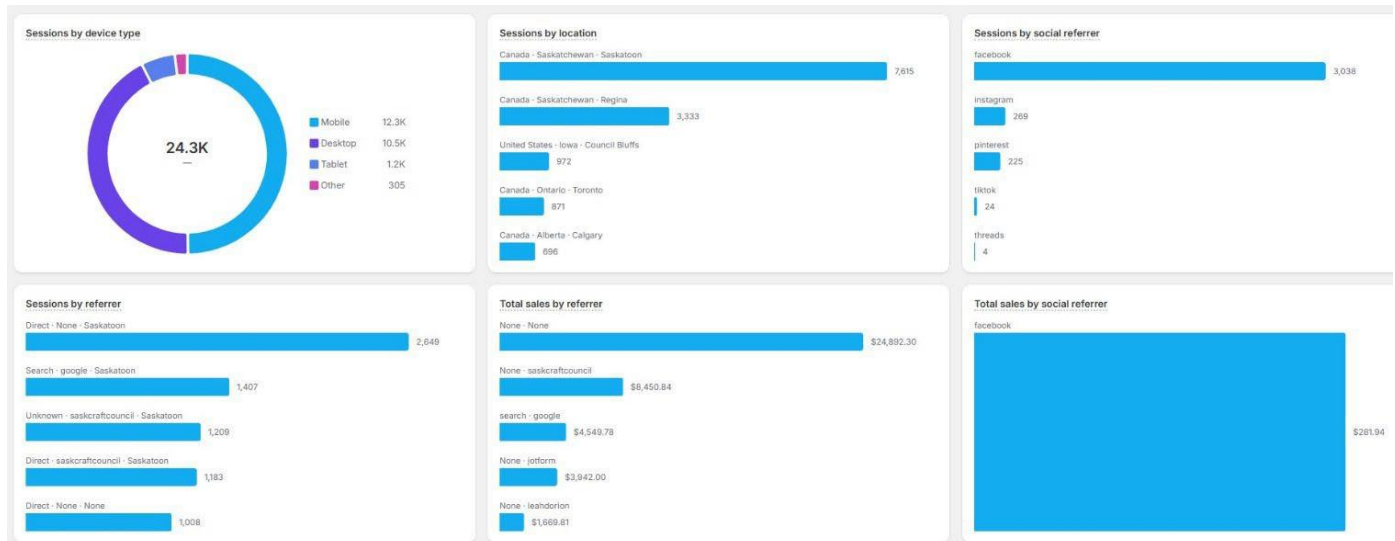
Throughout the year, SCC staff continued to add products to our online store (saskcraftcouncil.store). Shop and Administration Coordinator Keiko Tanaka took on the bulk of these updates, but Danielle and I do keep an eye on the analytics on the back end of the site.



Here is a list of the top artists whose work sold online during this fiscal year:

Product vendor at time of...	Net items sold
Summary	165
Dorion, Leah Marie - L...	20
Berting Glass - JBer	15
Lapointe, Paul - PLap	1
Leah Marie Dorion	1
Bolen, Mel - MBol	3
Houston, Bonny - BHou	7
Hoppe, Cindy - CHop	4
Armstrong, Melody - MArm	4
Ekvall, Terri - TEkv	11
Hounjet, Rick - RHou	4
Grayston, Pat - PGra	2
Kirby, Nicole - NKir	1
Stockdale, Donna - DSto	5
Prokop, Scott - SPro	1
Siwek, Gerri Ann - GASi	1
Murton, Rick - RMur	2

As I mentioned earlier, Leah Marie Dorion is a huge draw to our site. I'm not sure why there are two different vendors listed for Dorion (likely just a typo or tagging issue), but as you can see, she is very popular and sells well. We will continue to stock her work in the future. The other top artists work in a variety of media and sell at a range of price points.



The screenshot above gives us more information about the demographics of those who made purchases on our online store (sales) and those who visited the site (sessions).

The referrals from JotForm can be attributed to artist deposits for *Craft Is* and *Dimensions*. Facebook is where we spend money to advertise, so the fact that it is a major referrer is not surprising.

Leah Marie Dorion's website continues to be one of the top five ways that people access our website, which is something that has been consistent for almost a decade

Website Report: Wordpress Site

Thanks to Danielle's work updating Google Analytics for our Wordpress website (saskcraftcouncil.org), I was able to compile the statistics in the screenshot below. However, due to this work, it appears we don't have data available before July 2024.

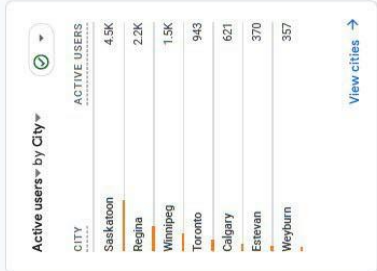
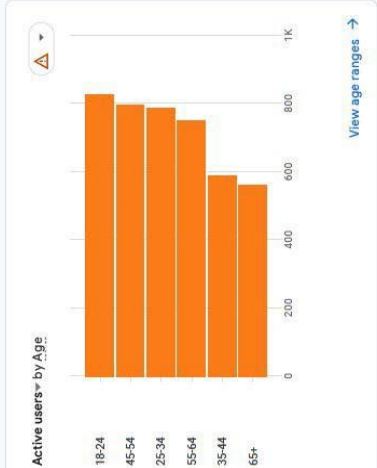
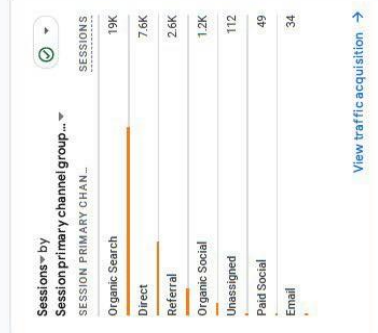
From July to the end of March 2025, our website was viewed by 21,000 users. The top webpages that were viewed were the homepage, the member directory, the *Art Now / Craft Is* page, and then the two *Dimensions* pages (one general, one for 2025).

From this report, you can also see a list of interests of our active website users. This is another snippet of data that may help us make marketing decisions in the future.

Active users 21K

New users 21K

Date	Active users	New users
01 Apr	~100	~100
01 May	~150	~150
01 Jun	~200	~200
01 Jul	~250	~300
01 Aug	~250	~250
01 Sep	~250	~200
01 Oct	~250	~200
01 Nov	~500	~250
01 Dec	~250	~250
01 Jan	~250	~250



Exhibitions Reports: Social Media

During her time here, Danielle began submitting reports about our Meta social media engagement during each gallery exhibition. I have continued these reports since she left the position. I will share this data below. Please note that each report was formatted differently, so will feature slightly different data.

Seasons of Light

- Dates: March 16 to May 4, 2024
- Overview:
 - Total Facebook Impressions: 54,738
 - Total Facebook Reach: 20,100
 - Total Instagram Impressions 2,967
 - Total Instagram Reach: 3,000
- It appears that all of the top posts that Danielle included in this report are from March 2024. This fiscal year begins April 1, 2024, and so these are not relevant to our discussion.

Queer Newfoundland Hockey League

- Dates: May 11 to July 6, 2024
- In this report, Danielle only included a list of all posts for the exhibition, and not general numbers.
- Here are the top four posts on Meta:
 - Facebook Post – May 9: QNHL opens this Saturday
 - Impressions: 7,385
 - Reach: 7,309
 - Post Engagement: 36
 - Other Clicks: 22
 - Facebook Post – May 11: QNHL opens today
 - People reached: 2,835
 - Impressions: 2,842
 - Post Engagement: 16
 - Instagram Reel – May 13: Thank you for coming to Lucas' artist talk
 - Reach: 1,870
 - Plays: 1,492
 - Engagement: 52 likes
 - 73% - non-followers
 - 27% - followers
 - Instagram Post – May 10: Show change Reel
 - Reach: 1,760
 - Plays: 2,580
 - Engagement: 89 likes
 - 47.1% - followers
 - 52.9% - non-followers

Mud Matters

- Dates: July 13 to September 28, 2024
- Facebook:
 - 28.7k reach (down 26.6%), link clicks up 15%
 - 177.8% increase in content interactions
 - 11.1% increase in Facebook page visits (59 new followers)
- Instagram:
 - 11.1k reach (up 59.8%), link clicks down 21%
 - 22% reach increase on Instagram
 - 983 profile visits (19.6% increase)
 - 210 new followers (68% increase)
- Scavenger hunt post saw nearly a 4% increase in male viewers
 - Male viewers increased up to 37% for some posts, compared to our usual 13- 19%
- Top four Meta posts:
 - “Dive into the magic of mud at Mud Matters” – July 31: Facebook Post
 - Reach: 1,875
 - Impressions: 2,272
 - Shares: 11
 - Clicks: 25
 - Reception Video - July 24: Instagram Reel
 - Plays: 1,836
 - 37% male viewers; 2x increase for SCC in male viewers
 - Show Change - July 11: Instagram Reel
 - Views: 1,710
 - Mud Matters Poster – July 12 – Instagram Post
 - 1,657 views
 - 40 shares

Warp & Weft

- Dates: October 12, 2024 to February 8, 2025
- Facebook:
 - Views: 232,600
 - Content interactions: 1,400
- Instagram:
 - Views: 95,000
 - Content interactions: 2,800
- Top four Meta posts, by views:
 - An Instagram post by Remail Modern featuring a close-up photo of a piece. The Remail included us as a collaborator on the post, which means it also showed on our Instagram page and to our followers.
 - Date: December 30, 2024
 - Views: 3,798
 - Content interactions: 187
 - An Instagram post by Remail Modern about the very large piece “Sun Ascending”. The Remail included us as a collaborator on the post, which

means it also showed on our Instagram page and to our followers.

- Date: January 30, 2025
- Views: 2,570
- Content interactions: 82
- A Facebook reel (video) featuring the Saskatoon Spinners and Weavers Guild giving a demo.
 - Date: November 15, 2024
 - Views: 1,848
 - Content interactions: 23
- An Instagram reel posted by Remai Modern featuring a quote by Kaija and a video of the exhibition in their space. The Remai included us as a collaborator on the post, which means it also showed on our Instagram page and to our followers.
 - Date: December 12, 2024
 - Views: 1,842
 - Content interactions: 98

Lunar Lore

- Dates: February 15 to April 26, 2025
- Facebook:
 - Views: 385.2K, an increase of 231.5% from the previous period of the same length
 - Content interactions: 1.5K, an increase of 80.2%
- Instagram:
 - Views: 82.1K, an increase of 52.3%
 - Content interactions: 2.3K, 48.7% increase
- Top Meta posts:
 - The top Facebook post related to the exhibition during this period was the blog post interview with Hanna Yokozawa Farquharson. This post had 2,265 views.
 - The top Instagram post related to the exhibition during this period was the announcement about the reception. This post had 1,471 views.



SASKATCHEWAN CRAFT COUNCIL

Annual Report 2024/2025

Personnel

Thanks to all who have given so much time and energy this past year. Dimensions and the Kaija Sanelma Harris projects were spectacular, and I was honoured to help bring them to fruition.

- Carmen Milenkovic, Executive Director

Staff

- Alexa Hainsworth, Member Services Coordinator & Exhibitions Coordinator
- Jillian Bogan, Interim Member Services Coordinator
- Emily Kohlert, Design Coordinator
- Reuben Bugera, Design Coordinator
- Danielle Rybka, Interim Marketing Coordinator
- Sydney Luther, Marketing Coordinator
- Maia Stark, Exhibitions Coordinator
- Leah Moxley Teigrob, Exhibitions Coordinator & Projects Coordinator
- Lesley Sutherland, Shop & Administration Coordinator
- Keiko Tanaka, Shop & Administration Coordinator
- McCall Kindt, Intern & Gallery Assistant

Board of Directors

- Cindy Hoppe, Chairperson
- Shelly Nicolle-Philips, Vice-Chair
- Andrew Wiebe, Audit Committee Chair
- Lori Steward, Secretary
- David Freeman
- Tammy Bryant
- Terri Ekvall
- Mark Wells
- Donna Stockdale