



Newfoundland and Labrador  
**CRAFT INDUSTRY STRATEGY**  
**2023 - 2025**

Prepared by the Craft Strategy Working Group

Weaving by Beck MacLeod

## Introduction

Over the past year and a half, the Craft Strategy Working Group has been meeting to develop a new Craft Industry Strategy.

The strategic directions, objectives and actions contained in this document have been developed following industry surveys, focus group discussions and one-on-one conversations with craftspeople throughout the province.

This strategy is intended to keep the craft industry moving forward and ensuring that industry partners continue to work together. Priorities are focused on providing opportunities for business and artistic growth, ensuring greater communication throughout the craft community, continued collaboration among industry partners, and collecting important economic data.

## Research Methodology

The Craft Strategy Working Group developed surveys that were distributed to craft producers and retailers throughout the province in July 2021 and April 2022. As well, focus group discussions were organized to collect additional information. One-on-one conversations were conducted in the summer of 2022 which provided additional information and validated what was previously heard.

## Current Economic Value

There is little data on the true economic impact that the craft industry has on the provincial economy. In 2016, total craft industry sales was valued at \$36 million, based on the average sales of approximately 760 craftspeople/businesses. While we believe this may not be a full representation of the actual number of craft producers throughout Newfoundland and Labrador, it was based on the best data available at the time.

# Craft Industry Strategy 2023 - 2025

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## Goal

**To enhance the economic and artistic development of the Newfoundland and Labrador Craft Industry, and heighten the public perception of its value to the province.**

## Guiding Principles

**Providing opportunities for business and artistic growth.**

**Ensuring the craft community is included, informed and supported.**

**Communicating the importance of collecting economic data.**

**Ensuring opportunities exist for industry partners to work together.**

The Craft Strategy Working Group is made up of the following partners:

**The Craft Council of Newfoundland and Labrador**

**Anna Templeton Centre for Craft, Art and Design**

**College of the North Atlantic**

**Department of Industry, Energy and Technology**

**Atlantic Canada Opportunities Agency**

# Craft Industry Strategy 2023 - 2025

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Four primary strategic directions encompass the Craft Industry Strategy 2023 - 2025.

## **STRATEGIC DIRECTION 1: ENSURING GREATER COMMUNICATION AND PROMOTION OF THE CRAFT INDUSTRY**

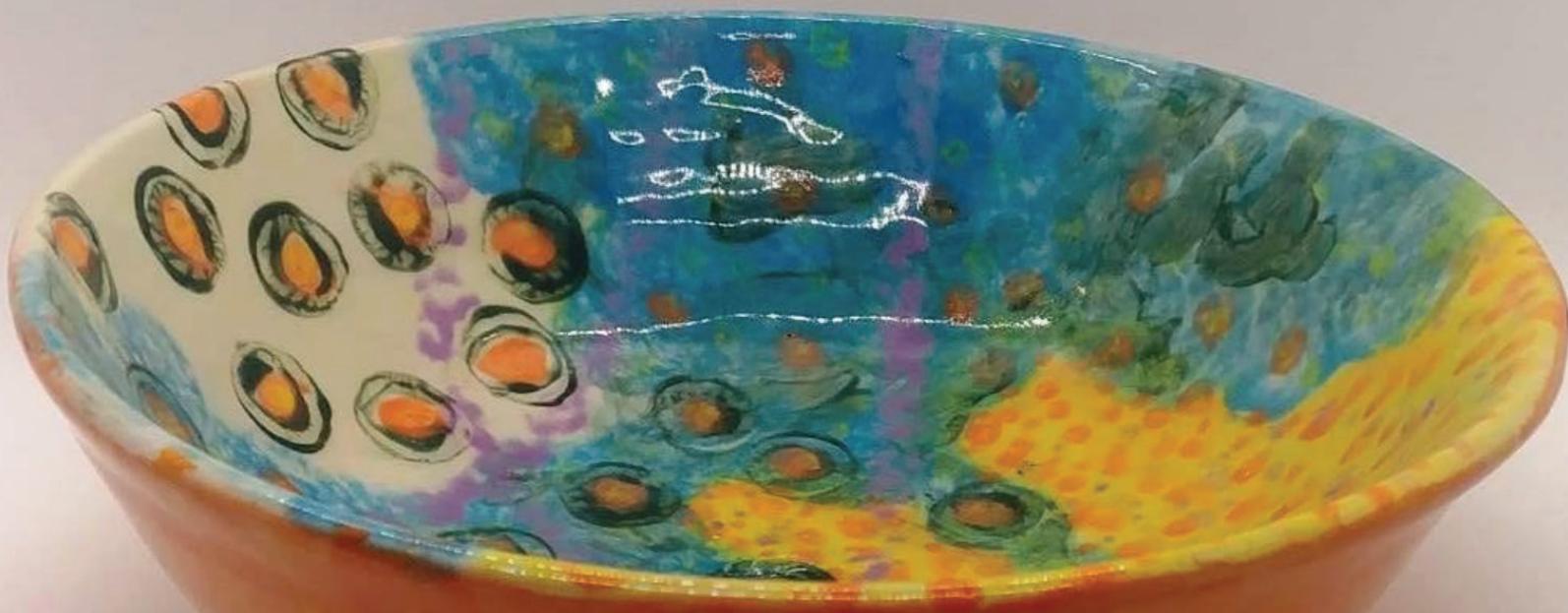
## **STRATEGIC DIRECTION 2: PROVIDING OPPORTUNITIES FOR BUSINESS GROWTH**

## **STRATEGIC DIRECTION 3: PROVIDING OPPORTUNITIES FOR TRAINING**

## **STRATEGIC DIRECTION 4: CONTINUING RESEARCH INTO THE ECONOMIC VALUE OF THE CRAFT INDUSTRY IN NEWFOUNDLAND AND LABRADOR**

For each strategic direction, partner organizations have identified actions that they will lead and/or support to enable the business development efforts of craftspeople and build capacity in the industry as a whole.

Many initiatives are broad and encompass activities by multiple partners where mandates align and intersect. This enables collaborative action and efficiency and prevents duplication of efforts. Other actions are more specific and reflect a particular partner's unique mandate.



CERAMIC WORK BY ANITA SINGH



## STRATEGIC DIRECTION 1: ENSURING GREATER COMMUNICATION AND PROMOTION OF THE CRAFT INDUSTRY

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**OBJECTIVE: TO ENSURE INFORMATION IS SHARED AND LEADERS IN THE CRAFT COMMUNITY ARE RECOGNIZED FOR THEIR CONTRIBUTIONS.**

### Actions:

- Promote direct services of the Craft Council and the benefits of membership; highlight activities of the Craft Council and its members.
- Ensure award nominations are written recognizing achievements in craft on a local, regional and national level.
- Highlight award nominations and winners.
- Grow network of craftspeople and industry leaders to expand outreach and connect with more craftspeople throughout the province.
- Partner with organizations that can expand industry reach and grow the craft community.
- Ensure industry information is consistently shared.

## STRATEGIC DIRECTION 2: PROVIDING OPPORTUNITIES FOR BUSINESS GROWTH

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### OBJECTIVE: TO PROMOTE BUSINESS SUPPORT FOR EMERGING AND ESTABLISHED CRAFT MAKERS AND TO SHARE RESOURCES AND KNOWLEDGE.

#### Actions:

- Provide guidance for craftspeople in an early start-up stage, ensuring they are able to pursue their craft with the help of available resources; welcome them to the craft community.
- Provide business guidance through the Quidi Vidi Village Artisan Studios to all craft-based entrepreneurs to give them the resources and knowledge to run their businesses; streamline the process to impact more craftspeople.
- Champion the services of the Craft Council and the benefits of membership including sales opportunities through the Craft Council's Shop and Pantry, the Annual Christmas Craft Fair, and other marketing events.
- Promote the Department of Industry, Energy and Technology's Business Development Support Program (BDS) and the benefits of applying for funding.
- Promote programs and opportunities aimed at increasing entrepreneurship among craftspeople and assist craft businesses to implement new activities that lead to growth, export and new income streams.
- Work with Indigenous producers to be more engaged in the industry.
- Preserve, document and stimulate production of contemporary, traditional and Indigenous craft.
- Maintain existing initiatives to promote the work of Craft Alliance Atlantic's marketing and exporting opportunities.
- Continue to promote the work of the Canadian Craft Federation.
- Promote the Newfoundland and Labrador Tourism Portal and the benefits of becoming TAP compliant to increase awareness within the tourism industry.
- Engage with tourism marketing channels including provincial and regional Visitor Information Centres and Destination Marketing Organizations to promote craft studios and craft shops throughout the province.

## STRATEGIC DIRECTION 3: PROVIDE OPPORTUNITIES FOR TRAINING

### OBJECTIVE: TO ADVANCE SKILLS IN BUSINESS, MARKETING, TECHNIQUE AND DESIGN.

#### Actions:

- Assess the needs of emerging and established craft-makers and provide training opportunities and resources specific to their needs.
- Identify and promote training opportunities to meet industry needs including training in the areas of social media, website development, product photography, bookkeeping, pricing and other needs as they arise.
- Develop a strategic plan for programming through the Anna Templeton Centre that has the greatest impact on the industry, including an evaluation of current programming and its impact on the community and industry, as well as evaluation of alternative ways of offering programming that could have a greater impact.
- Explore potential partnerships for craft, business and relevant education/training with craft sector organizations and CNA's customized and continuing education training division; continue to collaborate with external stakeholders/partners on current/new activities.
  - Continue with existing initiatives to promote the Textile & Apparel Design program and explore other new initiatives with the CNA's marketing department.
  - Explore and implement partnerships for the Textiles program with CNA's Office of Industry and Community Engagement.
  - Explore new student recruitment activities, including outreach to high school students, communities and interested groups, through career fairs and contact with guidance counsellors and art teachers.



## STRATEGIC DIRECTION 4: CONTINUING RESEARCH INTO THE ECONOMIC VALUE OF THE CRAFT INDUSTRY IN NEWFOUNDLAND AND LABRADOR

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### OBJECTIVE: TO DETERMINE THE ECONOMIC IMPACT OF THE CRAFT INDUSTRY ON THE PROVINCIAL ECONOMY.

#### Actions:

- Work with industry partners to gather primary research on a regular basis.
- Explore funding options to assist with the cost of primary industry research.
- Build trust for survey data by promoting the importance of reporting data to demonstrate the value of the craft industry to the province.



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## Next Steps

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Industry partners and craftspeople will continue to work together to move the craft industry forward and to carry out the actions outlined in this strategy document beginning in 2023.

As industry leaders, the Working Group will meet regularly to review progress to ensure the industry prospers and that opportunities for growth continue to be explored.

It is vital that a new survey be developed and administered to determine the true economic value of the craft industry in the province. We anticipate that this survey will be conducted in the early months of 2024. Leading up to the survey, a great deal of discussion will take place within the craft community that will highlight the importance of this research.

Partner organizations will continue to deliver on their own individual mandates, but each member of the Working Group is committed to working together to move the industry forward as a whole.

**PREPARED BY THE CRAFT STRATEGY WORKING GROUP**

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