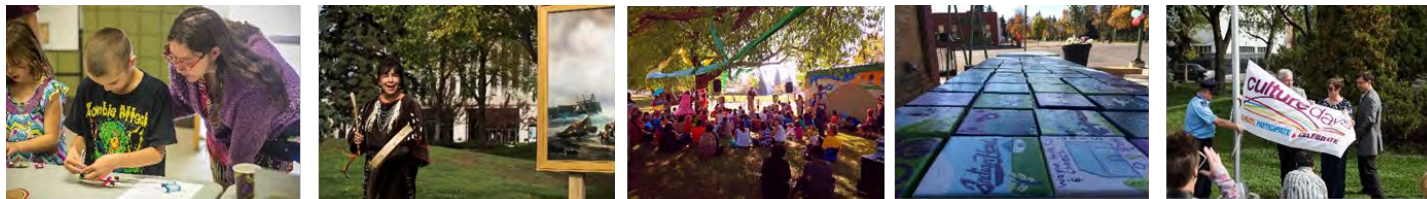


# culturedays fête de la culture



Culture Days in Saskatchewan..six years and growing!

## 2015 SNAPSHOT & REVIEW



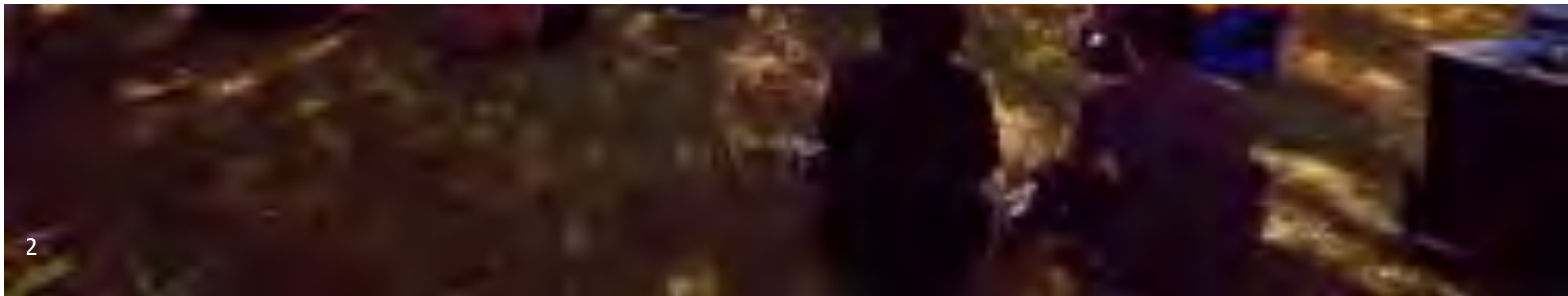


## What is Culture Days?

- Culture Days is a national collaborative movement to raise the **awareness, accessibility, participation and engagement** of Canadians in the arts and cultural life of their communities.
- The sixth annual Culture Days weekend will take place **September 30, October 1 & 2, 2016**, and will feature hundreds of free, hands-on, interactive activities.

## The History

- Inspired by **Journées de la culture** – an annual weekend long celebration of arts and culture in Quebec produced by Culture pour tous for 18 years
- **Journées de la culture** is an internationally-recognized Canadian model for promoting public participation and engagement in the arts and culture sector.
- **Canadian Arts Summit** commissioned a feasibility study to assess the viability of launching a similar annual celebration across Canada.
- **Culture Days** was launched in 2010.



## Culture Days TODAY



- Culture Days has become the largest and most effective arts and cultural public engagement initiative in Canada's history!
- Since it began in 2009, over 33,000 cultural activities have been hosted and over 8 million Canadians have participated over the three-day weekend.

I  **CULTURE!**

## How can people get involved?

Anyone in Canada can register an activity at [www.culturedays.ca](http://www.culturedays.ca).

There are only four requirements:

- Activities must be free;
- Activities must take place on the Culture Days weekend;
- Activities must be interactive or participatory in some way (very broadly defined); and
- Activities must be registered on the Culture Days website.



# 2015 CULTURE DAYS IN SASKATCHEWAN SNAPSHOT

257 cultural activities registered

101 different cultural activity organizers

30% of activities had a multicultural component

49 cities, towns and/or villages involved — from  
all nine Districts for Sport, Culture and Recreation

30,000+ participants attended

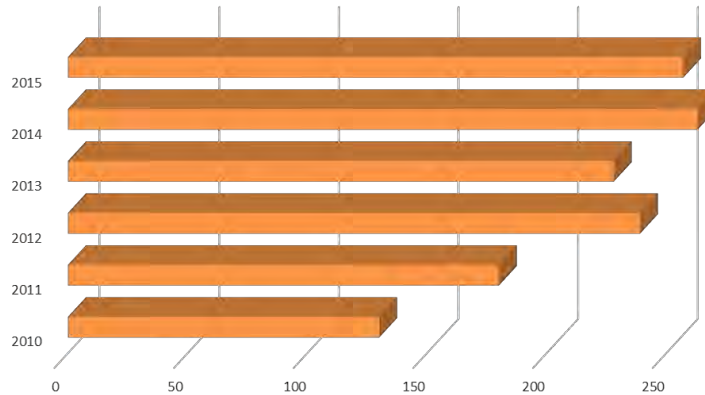
98% of participants satisfied with their Culture Days experience!



## Yearly Growth of Saskatchewan Culture Days

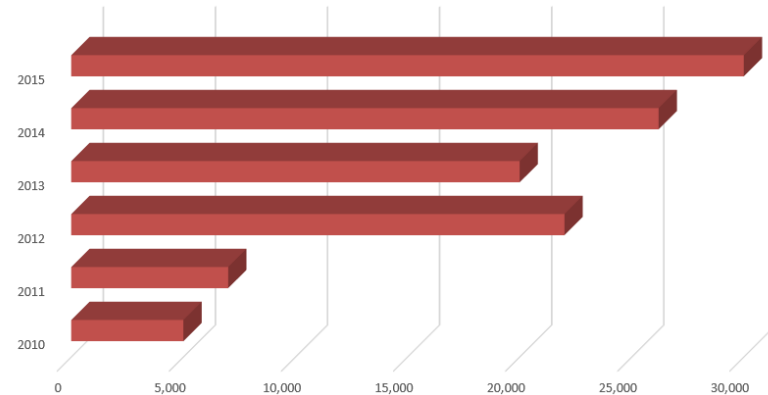


### Culture Days Activities Registered



In 2015, there were 257 activities registered. Since 2010, the amount of Culture Days activities registered has grown **by 98%**.

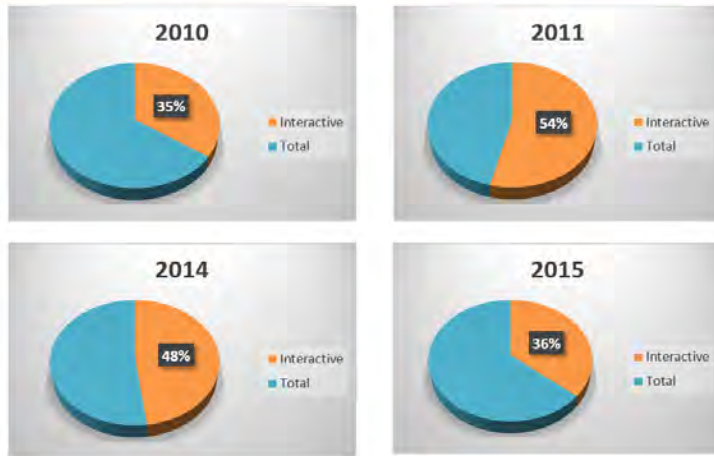
### Public Attendance during Culture Days



Since 2010, Culture Days participation has grown by 300%. In 2015, public attendance over the Culture Days weekend was an estimated **30,000+** people in Saskatchewan.



## Level of Interactivity

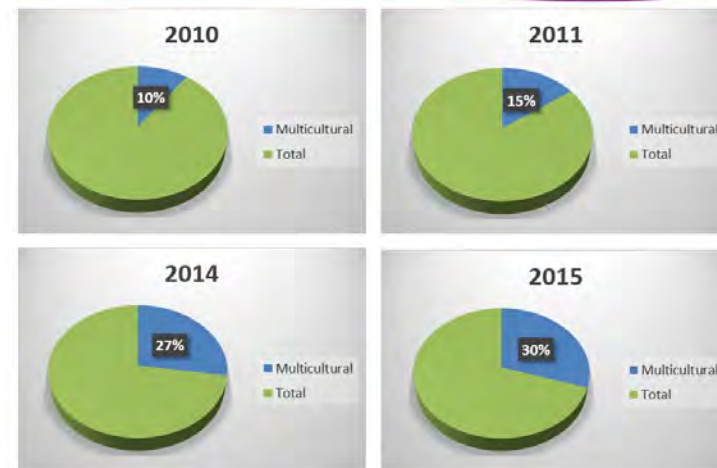


Activities that share and engage people in First Nations, Métis, ethno-cultural or cross-cultural opportunities help build understanding and help us all celebrate the diversity of Saskatchewan.

Culture Days continues to a steady increase of multicultural and/or specific cultural heritage activities.

Interactive activities provide opportunities for individuals to get hands-on experiences with particular arts and cultural practices. Interactivity helps build interest...and new audiences for cultural activity.

## Level of Multicultural Activities



## Research Highlights —Public Attendance in 2015

### Of those who attended Culture Days activities in Saskatchewan in 2015:

- 98% were satisfied with the activities they attended;
- 75% said activities they attended were new experiences;
- 57% were returning Culture Days attendees;
- 71% said they would recommend Culture Days to others;
- 68% had heard of Culture Days prior to attending;
- 93% use social media to connect to Culture Days;
- 83% prefer Facebook as the source for Culture Days information;
- 61% visited the Culture Days web site prior to participating.

### Good to Know

Most participants attend with at least one other person. One-third of participants brought children.

- 79% experienced greater pride in their community as a result of participating;
- 74% said that the arts and cultural events in their community make it a much more enjoyable place to live;
- 72% plan to attend more arts and cultural activities in their communities as a result of participation in Culture Days;
- 53% expressed an increased desire to donate to and/or volunteer with arts organizations; and
- 96% said they are likely to attend Culture Days activities next year!



# Culture Days Campaign Landmarks



**March – May**  
Information Sessions

**April 11**  
Registration Open

**May 2**  
Funding program deadline

**May – July**  
Registration Campaign continues

**August 26**  
Activity Registration Deadline for SWAG  
Public Promotional Campaign

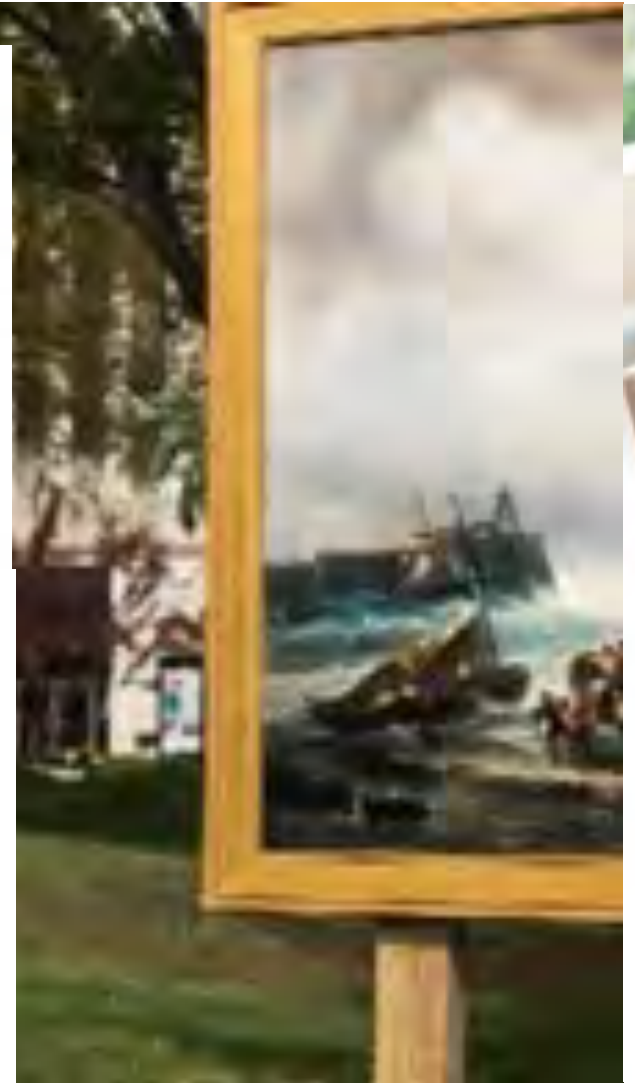
**September 18**  
Activity Registration Deadline

**September 30, October 1 & 2**  
Culture Days weekend

**October**  
Post-event surveys and content collection

## Tips for Activity Registration

- To register your activity, use your email address or Facebook login to create an online account at [www.culturedays.ca](http://www.culturedays.ca).
- Register sooner rather than later to attract an audience and benefit from promotions! **We recommend registering by July 31<sup>st</sup>** to qualify for our incentives.
- You can **select multiple days** if your activity is happening more than once on the Culture Days weekend.
- If your activity is in different locations over the weekend, **create separate activity postings for each location**. This helps attract people who search for activities by postal code.
- If you are organizing **many activities in one hub location**, **create separate activity postings for each activity**. When people search by location, they will be attracted to the wealth of activities in your hub.
- **Use a common hub name** that ties your activities together in each activity title, such as "Library Hub: Origami Workshop."
- If you are registering the same activity as last year, in your account you can choose to **duplicate your previous activity posting** and simply edit the post to change small details.



## Tools and Resources

Activity and community organizers have access to a wide range of customizable tools and resources to make planning and hosting their activities easier, including:



- Participation Guide
- Community Organizer Toolkit
- PR Toolkit
- Sponsorship Toolkit
- Customizable advertising templates for a variety of media posters, postcards, video bumpers, web badges and banners, etc.
- Tip sheets on a range of topics
- Personal Scheduler
- And more

## Support from SaskCulture

- Answer questions and concerns
- Present info sessions in your community
- Culture Days newsletter
- Culture Days Flags for communities
- Culture Days Funding Program
- Support peer-to-peer learning through social media, blogs, tips and tools
- Conduct a provincial PR campaign
- Provide Culture Days branding
- Media relations



# THINGS THAT WORKED...

## CREATING CULTURAL PRODUCTS FROM RECYCLED LIBRARY BOOKS

The 2013 Culture Days Animateur worked with library patrons to make things out of recycled library books. Projects included flower art and a walk-in book fort!



## ORIGAMI AND OTHER CRAFTS PART OF ART-WORK

Another artist Animateur worked with individuals and classrooms to create origami designs that fit into a collaborative creation. Projects included origami fish window display and spider web.



# FOR CULTURE DAYS!

## MUSICAL PETTING ZOO

Saskatchewan music educators set up opportunities for people of all ages to try their hand at a musical instrument.



## TRADITIONAL CULTURE SHARED WITH HAND DRUMS

Students at various schools were engaged in storytelling and singing to the beat of a traditional hand drum.

# THINGS THAT WORKED...

## GETTING INTO THE ACT – WITH THE RIGHT COSTUME

The opportunity to go behind the scenes and try on costumes at a local theatre company.



M.RAMAGE

## EVERYONE CAN BANGRA DANCE

Participants had the opportunity to learn some dance moves from professional Bangra dancers.



M.RAMAGE

# FOR CULTURE DAYS!



M.RAMAGE

## MUSEUMS FIND DIFFERENT WAYS TO SHARE COMMUNITY CULTURE

The Kronau Museum featured First Nations dancers. The Swift Current Museum built a sod house. Others provided opportunities to try historical artifacts.

## MASK-MAKING AT THE THEATRE

What does it feel like to be on stage?  
For those that need a mask to perform,  
Persephone Theatre provided the opportunity!



KRONAU MUSEUM



SWIFT CURRENT MUSEUM & ART GALLERY

# THINGS THAT WORKED...

## ARTIST STUDIO TOURS

Artists from all over Saskatchewan opened their studios to let visitors try their hand at a variety of different types of art work. Those that got to try everything from felting to print-making gained a new respect for the fine work of Saskatchewan artists!



## LEARNING ABOUT NEWCOMERS TO SASKATCHEWAN

Flag-making, dance lessons and multicultural potlucks – there were lots of opportunities to host events that brought a community together.





# FOR CULTURE DAYS!



K.HOGARTH

## KINDERSLEY'S AMAZING RACE: K-TOWN EDITION!

Culture as a competition! Go figure. Kindersley set up a series of cultural competitions where teams could complete for their next clue.

## DISCOVER ARCHAEOLOGY!

Each year Saskatchewan Archaeological Society makes archaeology accessible to people through the Archaeological Caravan.



M.BROWNRIDGE



TOWN OF KINDERSLEY

# THINGS THAT WORKED...

## CELEBRATING First Nations OR Métis CULTURE

Pounding chokecherries, baking bannock, or learning traditional music and dance are part of the Wanuskewin Culture Days experience, as well as gathering around for Métis fiddle playing, jigging and celebrating heritage as part of opening the Moose Jaw Trail.



# FOR CULTURE DAYS!



M.GOULIE

## CONNECTING TO CULTURE IS AS EASY AS RIDING A BIKE!

The Tweed Ride of tweed-wearing cyclists put Culture Days activities on their bike route for the day.

## NUIT BLANCHE – LIGHT UP THE NIGHT


Lights, culture, art exhibitions, dance and more bring the community out to during Nuit Blanche in Saskatoon.



K.HOGARTH



K.HOGARTH



## Contact Culture Days in Saskatchewan

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