



## Strategic Plan 2024-2029

The Salt Spring National Art Prize respectfully acknowledges that we live and work within the ancestral and unceded traditional territory of the Coast Salish First Nations peoples, including those of the [Hul'qumi'num](#) and [SENĆŦEN](#) speaking peoples.

## Vision

Salt Spring National Art Prize Society: Connected, inspired communities, empowered through the transformative power of Canadian contemporary visual art

## Mission

Rooted on Salt Spring Island with reach across Canada, our mission is to elevate Canadian contemporary visual art through a national art prize and a range of other related arts initiatives. We are a catalyst for inspiring creativity, fostering connections, and encouraging cultural growth.

## Values

**Integrity:** Our processes are equitable, and we uphold the highest standards of transparency and accountability in the way we govern our organization, conduct our activities, and administer the National Art Prize.

**Respect:** We have a deep respect for artistic creativity, diversity, and dialogue, and we foster an environment where all voices are heard and valued.

**Diversity, Inclusion and Accessibility:** We champion diversity, inclusion and accessibility in how we engage with communities and artists.

**Collaborative:** We engage in partnerships to foster dialogue and build relationships among artists and enhance connections with their communities

**Artist-Centered:** We recognize that the power of art stems from the creativity of exceptional artists. We are committed to creating opportunities and nurturing environments that support the well-being of artists and empower their creative journeys.

**Sustainability:** We prioritize the enduring viability of SSNAPS as a catalyst of the visual arts sector, ensuring its meaningful legacy.

## Introduction

In 2013 a group of artists and art lovers conceived the idea of offering a prize in Canadian contemporary visual art as a way to nurture creativity and connect people to one another. The result is the biennial Salt Spring National Art Prize now going into its sixth prize year in 2025. The Prize has assumed a unique and significant place in the Canadian visual art landscape as an open, juried competition to which anyone can submit their artwork.

The Salt Spring National Art Prize Society is a committed group of volunteers, patrons and artists who give their time and money from the heart because they believe in the power of contemporary visual art to make connections, spark conversation and build community.

SSNAPS has embarked on our first strategic plan through which we intend to grow from our firm foundation towards an ambitious future

## What We Do

### The Prize

SSNAPS offers a national, biennial, juried, open competition, focused on Canadian contemporary visual arts. The competition typically yields over 2,000 submissions. The entries are juried through an intensive, blind, on-line adjudication by eminent Canadian artists, curators and patrons. The work of approximately 50 finalists is exhibited for a month on Salt Spring Island, during which period the Jury convenes in person for the final selection of the winners.

### The Conversation

An associated suite of activities takes place in connection with the two exhibitions – artist talks; youth tours and events; an artist residency; various cultural events such as panel discussions by curators; individual presentations on the role of art in society as well as in print and online publishing.

To support the sustainability of the Prize SSNAPS engages in a diversity of events aligned with our Constitution to promote the value of contemporary Canadian art and to fundraise for the Prize.

## The Parallel Art Show

Starting in 2017, SSNAPS introduced the Parallel Art Show, scheduled concurrently with SSNAP, for which artworks created and submitted to SSNAP by residents of the Southern Gulf Islands are chosen by an independent jury. This show recognizes and celebrates the artistic creativity and originality of local artists working in a diversity of artistic media.

## Our Plan

Through a series of guided conversations that included members of the SSNAPS board, partner organizations, artists, donors and friends, we have developed a plan for the next five years that will enhance and grow the organization and continue to elevate Canadian contemporary art including the Prize and the Parallel Art Show.

Our activities between now and 2029 are grouped into two themes:

- **Create and Deliver Exciting Programming:** SSNAPS is part of the Canadian conversation about contemporary art. We want to expand the discussion beyond artists and collectors to the community at large and we want to grow the pool of emerging artists who want to be part of the Prize and the Parallel Art Show. We will be seeking ways to expand the reach of SSNAPS in the Gulf Islands and across Canada. We will continue to bring inventive approaches to realizing SSNAPS' ambitions as a unique arts organization.
- **Build for Sustainability:** SSNAPS has benefited from a group of dedicated, highly skilled and professional volunteers who have delivered spectacular events. We have created a system that works, but which needs to be streamlined and solidified for future generations of leaders. SSNAPS is the grateful recipient of generous donor and volunteer support. We have a following of art lovers who are committed to our vision. We want to ensure that the Prize and Parallel Art Show endure through building a stable financial foundation.

As with any Strategic Plan, we anticipate what we can, and we course correct when necessary. The activities that we have identified as vital to achieve our vision contain measures of success that require us to ask whether anyone is better off because of what we do. If we find that we are not elevating the Prize, the exhibitions, and the conversation about contemporary Canadian art, we will review and change direction. Our Vision, Mission and Values will guide us and we ask our friends, volunteers and supporters to join us on this journey.