

Action Plan

2019-2023

IMAA is an innovative, dynamic, inclusive, supportive and respectful organization. We actively encourage broad communities to share in our excitement and passion for independent media artists in all their diversity, as they engage with audiences large or small, general or specific. We create spaces for the independent media arts community to converge and celebrate its many successes. Robust advocacy is a central focus of our efforts. We are always poised to mobilize, advocate and propagate independent media art in all its forms.

Through all of our efforts, we support and promote independent media artists and cultural workers in reaching their highest levels of local, national and international achievement by innovation and inspiring social change.



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GOAL

#1

The media arts sector is strengthened and nurtured

IMAA's central vision is a Canadian independent media arts field that is vibrant, diversified, innovative, interconnected, and high-profile. To achieve that vision, we plan a collection of specific flagship activities, crafted to raise the profile of the Canadian independent media arts. This strategy is complemented by behind-the-scenes work designed to improve the long-term health and resilience of the field.

Project: Bi-annual media arts conferences

Milestones

- Secure funding for 2020 conference (November 2019 - March 2020)
- Strike programming, communications and outreach committees to organize 2020 conference (April - August 2020)
- 2020 Conference (September 2020)
- Evaluation of conference (October 2020)
- Secure funding for 2022 conference (October 2020 - January 2022)
- 2022 Conference (June 2022)

Partners:



Media Arts
Network of Ontario
Réseau des
arts médiatiques
de l'Ontario



Outcomes: Heightened capacity for MAAP and Pacific region; Gathering opportunities for media arts organizations & artists across the country

Project: Digital Skills for Youth

Milestones

- Apply for principal funding through Innovation Canada (December 2019)
- Secure supplementary funding through Emploi Québec (January 2020)
- Establish clear terms of reference for managing the internship mentorship program (February 2020)
- Funding decision from Innovation Canada (expected March 2020)
- Launch hiring process for Project Coordinator (April 2020)
- Call for placements (June 2020)
- Internship Mentorship program begins (September 2020)

Partners:



Outcomes: Media arts sector is better positioned for the future through Increased capacities in emerging digital technologies and upskilling of youth in key employment areas

GOAL

#1

The media arts sector is **strengthened and nurtured**

IMAA's central vision is a Canadian independent media arts field that is vibrant, diversified, innovative, interconnected, and high-profile. To achieve that vision, we plan a collection of specific flagship activities, crafted to raise the profile of the Canadian independent media arts. This strategy is complemented by behind-the-scenes work designed to improve the long-term health and resilience of the field.

Project: Regional Engagement

Milestones

- Recruitment of new board members (March 2020)
- Implementation of Ambassador Travel policy (April 2020)
- In-person board meeting & onboarding (May 2020)
- In-person AGM during 2020 conference (September 2020)
- 2 meetings per region per year - one in person (2020)
- Ambassador Travel Policy review (March 2021)

Outcomes: A stronger regional network and better communication within regions; an increased profile for IMAA through the Ambassador travel policy

GOAL

#2

Critical needs of the sector are addressed through enhanced **services and resources**

IMAA assembles and delivers a wide range of bilingual services and resources to its members, based on the membership's highest-priority needs. We circulate knowledge and experience that exists both within the IMAA network and elsewhere, sharing established and emerging best practices of use to media arts organizations and collectives.

Project: Cybersecurity

Milestones

- Co-creation sessions (Sept 2019 - November 2019)
- Development of training materials (November 2019 - December 2019)
- Publication of training materials (December 2019)
- Participatory online training workshops (March 2020 - April 2020)
- Project Evaluation and Wrap up (June 2020)

Partners:

KNGFU



Outcomes: IMAA is positioned as a leader in cybersecurity best practices; media arts organizations are better equipped to face cybersecurity challenges

Project: Mentorship Pilot Project

Milestones

- Launch pilot mentorship between MANO & MAAP (January 2020)
- Review and evaluate pilot mentorship (April 2020)
- Research funding sources to support a broader mentorship program (2020)
- Launch mentorship program (2020 - 2022)

Partner:



Media Arts
Network of Ontario
Réseau des
arts médiatiques
de l'Ontario

Outcomes: Peer to peer mentoring, generational knowledge transfer, capacity building

Project: AMS for francophone users

Milestones

- Apply for funding through CALQ (December 2019)
- Funding decision from CALQ (expected in March 2020)
- Begin development with AMS and francophone users (April 2020)
- Discovery day (June 2020)
- Working group is formed (Fall 2020 - Spring 2021)
- Launch MVP (March 2021)

Partners:



FILM AND VIDEO ARTS
SOCIETY · ALBERTA

MAIN | FILM



Outcomes: A French-language version of AMS that meets the management needs of francophone media arts organizations

GOAL

#2

Critical needs of the sector are addressed through enhanced **services and resources**

IMAA assembles and delivers a wide range of bilingual services and resources to its members, based on the membership's highest-priority needs. We circulate knowledge and experience that exists both within the IMAA network and elsewhere, sharing established and emerging best practices of use to media arts organizations and collectives.

Project: IMAASource

Milestones

- Seek funding through YCW for 20-21 internship (January 2020)
- Publish commissioned toolkit for Space and Facilities (March 2020)
- Launch intern hiring process (June 2020)
- Research and publish new content on IMAASource (September 2020)
- Secure funding through DSF for further development (September 2020)
- Develop funding resources for publication on IMAASource (April 2021)
- Review and evaluation of IMAASource (April 2022)

Outcomes: A comprehensive repository of information that supports the work of media arts organizations and collectives

GOAL

#3

The media arts sector is supported and strengthened through **constructive dialogue and exchange with funders**

IMAA facilitates constructive dialogue and exchange between the media arts sector and the country's public funding bodies, helping funders remain informed about the evolving realities in the field and promoting accountability and confidence in the public arts system. We encourage a climate of support for the media arts that is inclusive rather than exclusionary; is receptive to diverse, emergent art forms and changing models of practice; recognizes the central role of ARCs, co-ops and small to medium-sized organizations in the overall ecosystem; and supports artistic research, experimentation, legacy and preservation.

Project: Telefilm Advocacy

Milestones

- Correspondence with Telefilm (November 2019)
- Meeting with Telefilm staff (Early 2020)

Outcomes: Adoption of screening fee standards by Telefilm funded presenters

Project: Canadian Arts Presentation Fund Advocacy

Milestones

- Engage with Heritage (April 2021)

Partners:



Media Arts
Network of Ontario
Réseau des
arts médiatiques
de l'Ontario



Canadian
Heritage

Patrimoine
canadien

Outcomes: Improving the positioning of media arts clients within this funding portfolio

GOAL

#4

IMAA is a **passionate advocate** for the independent media arts, **vigilantly defending** the values and concerns of the media arts community

IMAA convenes and coordinates numerous advocacy campaigns, often partnering with allies in the wider arts sector to achieve progress on the media arts community's advocacy agenda.

Project: Artist resale rights advocacy

Milestones

- Meetings with parliamentarians (February 2020)
- Recommend legislation (late 2020)

Partner:



Outcomes: Implementing the artist resale right in Canada

Project: Modernized funding model for independent AV production

Milestones

- Identify advocacy partners (Early 2020)
- Collaborate with advocacy partners (throughout 2020)
- Recommend legislation (early 2021)

Outcomes: A modernized funding model for independent audiovisual production in the digital age

Project: Media Arts Preservation

Milestones

- Convene stakeholders (October 2020)
- Vision solutions (October 2020-June 2021)
- Draft strategy (June 2021)
- Advocate for increased funding for preservation (June 2021- onwards)
- Disseminate strategy (Fall 2021)

Outcomes: A practical and well resourced national strategy for media art preservation

GOAL

#4

IMAA is a **passionate advocate** for the independent media arts, **vigilantly defending** the values and concerns of the media arts community

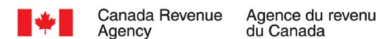
IMAA convenes and coordinates numerous advocacy campaigns, often partnering with allies in the wider arts sector to achieve progress on the media arts community's advocacy agenda.

Project: Income Tax Advocacy

Milestones

- Contribute to the drafting of the folio (beginning December 2019)

Partners:



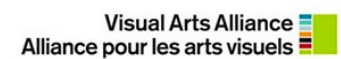
Outcomes: A new information folio clarifying rules and procedures for self-employed professional artists

Project: Pursue advocacy partnerships and alliances

Milestones

- Regular coordinating meetings with the VAA (ongoing)
- Participate in the CAC activities including Arts Day on the Hill (April 2020)
- Support arts policy research in association with Mass Culture (ongoing)

Partners:



Outcomes: Improved policy and research for the Canadian arts sector

GOAL

#5

IMAA's **connections with its membership** are deepened and enhanced

To support and maintain its vibrant pan-national structure, IMAA strives to stay rooted in the communities we serve through regular outreach and engagement with media arts organizations and collectives across the country. We are always seeking to enhance our impact for both established and new members, with a particular focus on emerging, under-served and under-represented groups.

Project: Outreach and support to media arts festivals and presenters

Milestones

- Seek funding through First Spark (November 2019)
- Secure funding through First Spark (expected January 2020)
- Plan a festivals mini-caucus meeting (January 2020)
- Hold a festivals mini-caucus meeting (February 2020)
- Seek additional funding through Heritage Canada (April 2020)
- Hold a wider festivals caucus meeting (Summer 2021)

Outcomes: Dialogue, interconnection and cooperation between Canadian media art festivals

Project: Create more effective communications practices

Milestones

- Conduct internal audit of communication practices (November 2019)
- Launch member survey of communication practices (November 2019)
- Develop a communications strategy (Jan 2020-December 2020)
- Evaluate communications strategy (December 2021)

Outcomes: Media arts sector is strengthened and profile is raised through a more cohesive approach to communications with IMAA's members and the broader community

GOAL

#6

IMAA's national leadership is advanced through increased **organizational development and capacity**

IMAA works to improve its organizational resilience and sustainability through exemplary governance, healthy organizational culture, responsible management, and care and support for its staff and volunteers.

Project: Enhance membership benefits

Milestones

- Develop material highlighting membership benefits (December 2019)
- Growing membership (recurring annually)
- Strike a working membership committee (February 2020)
- Launch IMAAN publicity campaign to grow the network (June 2020)

Outcomes: IMAA membership grows and includes more benefits to members

Project: Revenue Diversification

Milestones

- Implement Revenue diversification plan (September 2019-May 2020)
- Assess and evaluate revenue diversification strategies to date (May 2020)

Outcomes: More diversified revenue streams and greater financial resilience result in a stronger, more vibrant media arts sector

Project: Adopting AMS

Milestones

- Evaluate feasibility of March 2020 rollout (December 2019)
- Preparation for new membership procedure (January 2020-March 2020)
- Implementation through 2020-21 membership renewal launch (March 2020)
- Evaluation and updates (June 2020)

Partner:



Outcomes: Optimized membership management through the use of AMS