



Faculty of Art, Faculty of Design, Digital Media Research + Innovation Institute (DMRII), Inclusive Design Research Centre (IDRC), Indigenous Visual Culture

2015

## Conference summary: Audience feedback and demographics

Contreras, Monica, Van Alstyne, Greg, Crosbie, Christine, General, Melissa and Ly, Cindy

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## CONFERENCE SUMMARY:

### Audience Feedback and Demographics

JULY 2015

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# **1. PURPOSE**

The purpose of this brief report is to provide a general update by sharing the feedback from the audience. The report will help to guide future events to ensure we are listening to the needs of our audience including community agencies and social purpose businesses.

## 2. WELCOME

**We are grateful to Elder, Garry Sault of the Mississaugas of the New Credit First Nation, providing the opening and closing prayers**



**Garry Sault**

**Ojibway Elder, Mississauga New Credit Nation**

Garry Sault is an Ojibway elder from Mississauga's New Credit Nation. His people signed over 20 pre-confederation treaties with the Crown, which cover most of the Golden Horseshoe. He is a veteran and served in the United States Navy. He resides on the New Credit First Nation with his wife of 40 years and enjoys spending quality time with his grandchildren.

Garry is a storyteller and has welcomed chiefs, premiers, environmentalists, and many more to the traditional territory of the Mississaugas of the New Credit. Join Garry and travel to a time when the earth was new and everything could talk to each other. The stories are old and the lessons transcend time.

### 3. CONFERENCE ORGANIZING COMMITTEE



#### **OCAD University:**

Bonnie Devine, Founding Chair Indigenous Visual Culture Program, OCAD U  
Ryan Rice, Chair Indigenous Visual Culture Program, OCAD U  
Cathie Sutton, OCAD U professor

#### **Generation Connection:**

Larry Sadler, BBA, MBA  
Peter Scott, BFA, MDes OCAD U  
Ushnish Sengupta, MBA, Ph.D. candidate OISE

## 4. OVERVIEW

The organizing committee wanted to create an event to discuss Indigenous art through artists, social enterprise and non-profit organizations. We felt that by creating a space for such discussions we could address challenges and opportunities for artists in the community by bringing together artists, academics entrepreneurs and funders.

INTERSECTION was a unique gathering of Indigenous artists, entrepreneurs, academics and students, telling success stories. The keynote speaker was Dr. Jessica Metcalfe. Dr. Metcalfe spoke about how her blog Beyond Buckskin applied entrepreneurship as a platform to address local and global social issues. Dr. Metcalfe also spoke about enduring appropriation of Indigenous culture. Three distinct panels discussed emerging business ideas and social innovation approaches. A series of practical workshops included design thinking and a new Flourishing Business Model Canvas also enabled attendees to practice and test their ideas for scaling up and sustainability.

The keynote, panel presentations and workshops had the following aims:

- Highlight successful examples of Triple bottom line (Financial, Social, Environmental) enterprises
- Provide practical tools and workshops for students and aspiring entrepreneurs
- Provide success stories of income generation for organizations looking for ways to replace government funding
- Address intersections and breakdown barriers between creative and business types

## 5. PROGRAM STRUCTURE

Keynote	Dr. Jessica Metcalfe (Turtle Mountain Chippewa) is an author and owner of Beyond Buckskin Boutique. Dr. Metcalfe spoke about the Indigenous fine art market, the challenges of small businesses and how entrepreneurship can address local and global social issues.
Panel A	Toronto 2015 Pan/Parapan Am Games: Indigenous representation and enterprise at the games
Panel B	The Local Assets for Social Enterprise
Panel C	How Can Young Social Entrepreneurs Achieve Scale?

Workshop 1	Barefoot Entrepreneurship
Workshop 2	Artist Collectives and Cooperatives
Workshop 3	Visual Narratives and Entrepreneurial Strategies
Workshop 4	The Business of Marketing and Selling Indigenous Art
Workshop 5	Successful Artists Grants, Artists Statements and Business Plan Basics
Workshop 6	Designing Flourishing Enterprises
Workshop 7	Social Media Branding for Financial Fitness
Workshop 8	So, you want to be an entrepreneur?
Workshop 9	Marketing in the Arts Biz: You are Your Brand



## 6. PROMOTION

The following marketing methods were utilized to promote the conference:

- OCAD U website
- 500 colour posters GTA Colleges and Universities
- 455 Eventbrite announcements and email invitations
- 131 Eventbrite registered attendees
- 48 Facebook registered attendees
- 55 Indigenous organizations emailed
- 22 Arts retail organizations emailed
- 29 Arts galleries email
- Now Magazine Event Listing

## 7. KEYNOTE: DR JESSICA METCALFE



Dr. Jessica R. Metcalfe (Turtle Mountain Chippewa) earned her Ph.D. in American Indian Studies from the University of Arizona. She wrote her doctoral dissertation on Native designers of high fashion, and is in the process of editing her dissertation for a book manuscript. She is the main author of the website, Beyond Buckskin, which focuses on all topics related to Native fashion, and is the owner of the Beyond Buckskin Boutique, which promotes and sells Native American-made couture, streetwear, jewellery, and accessories. She has taught courses in Native studies, studio art, art history, and literature at tribal

colleges and state universities. She has presented at numerous national conferences, lectured at museums, and co-curated exhibitions. Her current work focuses on Native American art, clothing, and design from all time periods.

### Audience Feedback: Keynote

Great speaker, inspirational

It was amazing to hear her story, to walk along aside her in the workshop.

Didn't attend last 10 minutes

This awesome and I love her story

Excellent info. Well prepared and presented

Awesome

Started off the conversation of the arts or Cathie (Moderator) and where we can define historical assumptions and stereotypes. Talking on education and art life skills into the modern world. Those entrepreneurship examples created innovating thinking

Engagement and great to hear of struggle from inception and hope for growth

## 8. PANEL A

### 2015 Pan/Parapan Am Games: Indigenous representation and enterprise at the games

**Panel Chair:** Cathie Sutton, OCAD University, Faculty (Designing across difference)  
**Rheanne Chartrand**, Artistic Associate Aboriginal Leadership Partners: Aboriginal Pavilion

**Jason Jenkins**, Photographer, filmmaker and founder of Going On Dreams an Indigenous production company & Associate Producer for the Aboriginal Leadership Partners: Aboriginal Pavilion

**Chris Trainor**, President, Morning Star Hospitality Services

This panel presented the unique opportunities for the Indigenous peoples of the Americas to represent themselves at the largest multi-sport Canada has ever hosted. The panellists give insight into the creative and business plans for an Indigenous meeting place that included multiple venues celebrating traditional and contemporary performance, art, craft, sport and food. The speakers addressed the role of local communities as the host nation, Aboriginal-specific initiatives and entrepreneurship at the games.



#### Audience Feedback: Panel A

Good overview, wish we had more time

I like hearing about all of the opportunities with the games. I would have liked the artists to show some of what they will be inspired by for the Pavilion

I've already shared info about this panel to my social circles with great response. Nice diversity of mediums.

Thank you! I will follow up.

Excellent information, question period could be longer

The incorporation of all First Nations people take ....in participation of the people, established artists and performance is a good start, but to need to highlight grassroots people.

Thank you for empower, people to use creativity

## 9. PANEL B

### The Local Assets for Social Enterprise

**Panel Chair: Ryan Rice**, Chair Indigenous Visual Culture Program, OCAD University

**Rebeka Tabobondung**, Publisher, Muskrat Magazine

**Janis Monture**, Woodland Cultural Centre

**Tracey Robertson**, Ontario Trillium Foundation

This panel showcased two remarkable organization that have been successfully in supporting and promoting Indigenous culture in the broader Ontario community and nationally. The Woodland Cultural Centre is a long-standing gallery, museum and learning institute, and MUSKRAT Magazine is a leading online national Indigenous arts and cultural magazine. A key aim of this panel involved discussing emerging and flexible-business models to show how organizations with limited government funding are using creative methods to build sustainability foundations. The Ontario Trillium Foundation, Canada's largest granting foundation, is an agency of the Government of Ontario that support community-driven arts and culture initiatives.



### Audience Feedback: Panel B

Great and very interesting panel

Great panel, relevant to my own interests and communities. Excited about OTF changes and open access. How can INTERSECTION 2.0 support entrepreneurs? Market place?

Incredibly validating, inspiring and helpful

Strong role models (Janis & Nebeza)

2nd panellist (Muskrat) took too long - wanted more info on Trillium and Q&A could be longer

Was good to hear about the opportunities available for grants and funding to promote Indigenous ...within the modern context of today. It doesn't matter the media it's the message.

Good example of biz models

## 10. PANEL C

### Scaling Up! How to Leverage Your Creative Gifts

**Panel Chair: Bonnie Devine**, Founding Chair, Indigenous Visual Culture Program, OCAD University

**Kerry Swanson**, Outreach and evaluation officer, Toronto Arts, Council

**Joe Osawabine**, Artistic Director Debajehmujig Storyteller

**Pru Robey**, Director, Artscape, Creative Place-making Lab

**Andre Morrisseau**, Senior Manager Awards and Communications, Canadian Council for Aboriginal Business

This how-to panel focused on how individuals and organizations that started small, scaled up their operations to impact regional, national and global communities. The panel had representatives from Toronto's primary arts granting agency, an urban arts development organization, the Canadian Council for Aboriginal Business, and an Aboriginal theatre company. These organizations and individuals illustrated business models that make space for creativity and transform communities.



### Audience Feedback: Panel C

Great, inspirational

Best of conference

Very attentive respectful facilitators and good advice

Best panel of the conference deeply useful still contemplating

Inspiring

Great Panellists w/ meaningful stories

To know that we recognition of art and visual media is important in this physical world. To understand the panels message, but also more meaningful to hear their own life changing moments.

Thank you

# 11. WORKSHOPS DAY 1

## Navigating Entrepreneurial Space



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**Workshop 1: Barefoot Entrepreneurship** – Alia Weston, OCAD University Faculty

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**Workshop 2: Artist Collectives and Cooperatives** – Mike Ormsby, Anishinaabe Artist

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**Workshop 3: Visual Narratives and Entrepreneurial Strategies** – Lindsey Lickers, 7th Generation Image Makers

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**Workshop 4: The Business of Marketing and Selling Indigenous Art** – Leslie Boyd, Inuit Art Consultant and Curator

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**Workshop 5: Successful Artists Grants, Artists Statements and Business Plan Basics** – J'net AyAy Qwa Yak Sheelth, Indigenous Outreach and Learning Coordinator, Royal Ontario Museum

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## Audience Feedback:

### Navigating Entrepreneurial Space

Great exercise

I actually cried. The stories Mike shared are very important ones to my personal history. I was a privilege to design and form collective w/ Dr. Jessica Metcalfe and make connections w/ fellow F.N. Artists

Great education, learned a lot

Good experience to reduce my anxiety around /co-operatives

Excellent

Useful to build the confidence and know how to clearly state who we are. Also what to offer with the arts and how to apply for grants and funding, good connections.

Thanks

Fun and creative exercise and discussion



## 12. WORKSHOPS DAY 2

### Arts and Leadership



**Workshop 6: Designing Flourishing Enterprises** - Stephen Davies, OCAD University Faculty and Antony Upward, OCAD University Industry Partner and Co-Founder of sLab's Strongly Sustainable Business Model Group

**Workshop 7: Social Media Branding for Financial Fitness** - Jennifer Domise, Lena Recollet & Akeesha Footman – Canada Career Literacy Program

**Workshop 8: So, you want to be an entrepreneur?** – Dr. Carlana Lindeman, Education Director, Martin Aboriginal Education Initiative

**Workshop 9: Marketing in the Arts Biz: You are Your Brand** – Vern Vautour, Management Consultant Miziwe Biik

### Audience Feedback: Arts & Leadership

Good, lots of activities. Maybe too many for time involved

Good process

It was good. Would have loved to have along some practical application, especially of identifying niche.

Inspire of his presentations style I did get lots of useful tips

Hands on, lots of fun, very engaging

Awesome and learned about social websites

Good exercise to get a better perspective on what makes a business and how to look at it in a valuable tool

I like the active participation of attendees but the post-it thing becomes tiring after some time. Also I wishes I had my own copy of the blank canvas to take home.

All inclusive

Very helpful of the breakdown of a business plan. Very insightful to be able to bridge youth into the next stages of life skills knowledge and growth between school and careers or new businesses

## 13. GENERAL AUDIENCE FEEDBACK

### General Feedback

Incredible program

I like that it was a free conference and that you kept costs low by not providing lunch but rather dividing people to lunch options

Please host another! Stream online? Travel Sadie's for Northern folks? How can remote communities gain access to these events, contacts and resources?

Lots of useful info, validating.

Thank you so much to OCADU and all the organizers and presenters. This was needed and valuable.

Great. Too bad attendance was so low on Sun. Need more promotion.

Very much enjoyed the two day conference. Interesting to the set up of the workshops maybe next time have the ability to offer more than one each day. It was difficult to decide with high calibers topics

Great





# 14. AUDIENCE DEMOGRAPHICS

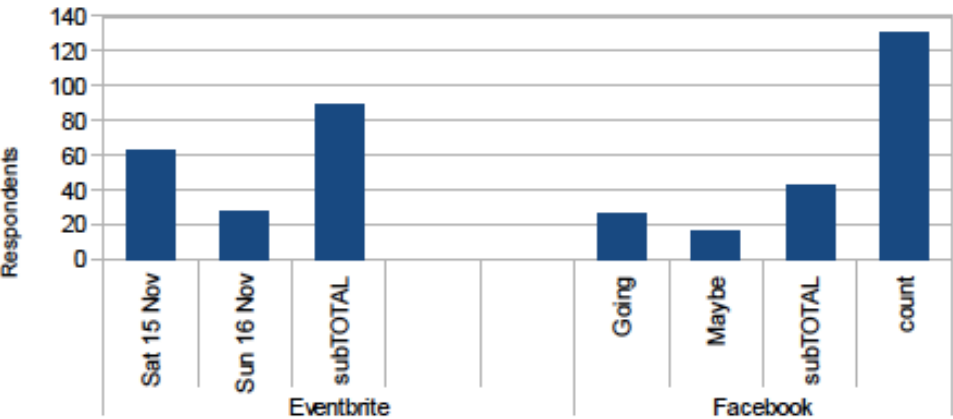
Registered Attendance

**TOTAL Registrants – INTERSECTION Conference**

Eventbrite	Sat 15 Nov	62	47%
	Sun 16 Nov	27	21%
	subTOTAL	89	68%
Facebook	Going	26	20%
	Maybe	16	12%
	subTOTAL	42	32%
	count	131	100%

INTERSECTION Conference

Eventbrite & Facebook respondents

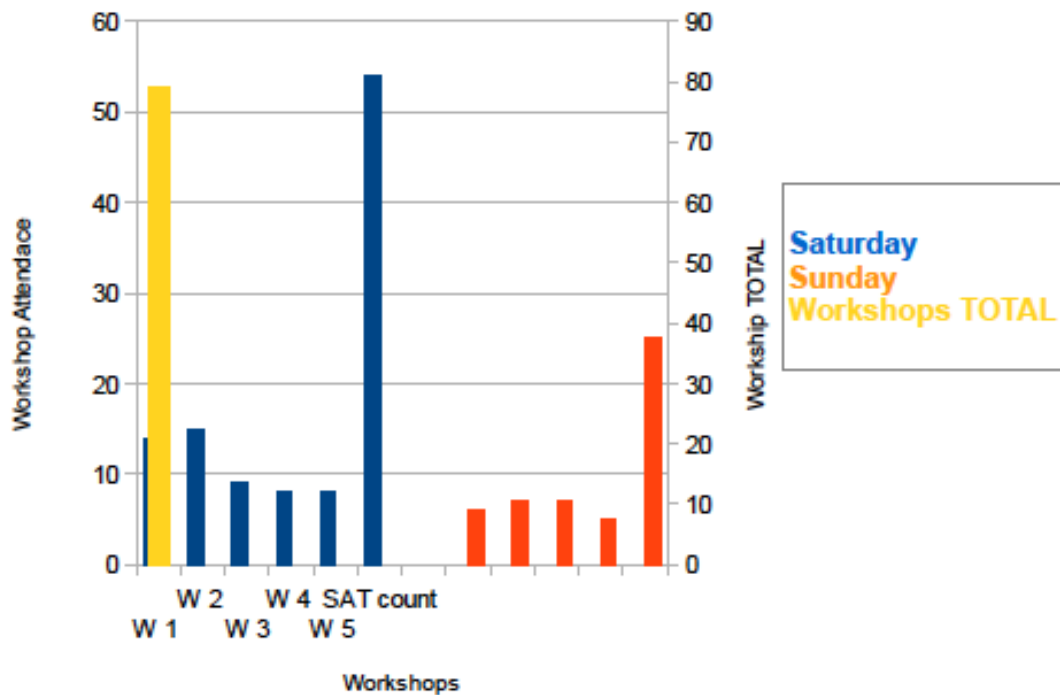


## Workshops

		<b>Saturday</b>	
W1 Alia Weston	W 1	14	
W2 Mike Ormsby	W 2	15	
W3 Lindsey Lickers	W 3	9	
W4 Leslie Boyd	W 4	8	
W5 J'net AyAy Qwa Yak Sheelth	W 5	8	
	<b>SAT count</b>	<b>54</b>	<b>41%</b>
		<b>Sunday</b>	
W6 Anthony Upward	W 6	6	
W7 Jennifer Domise	W 7	7	
W8 Dr. Carlana Lindeman	W 8	7	
W9 Vern Vautour	W 9	5	
	<b>SUN count</b>	<b>25</b>	<b>19%</b>
	<b>Workshops TOTAL</b>	<b>79</b>	<b>60%</b>

## INTERSECTION Conference

### Workshop Attendance



# **Eventbrite SUMMARY** attendee listing final

TOTAL Registrants	count	131	100%
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## First learn

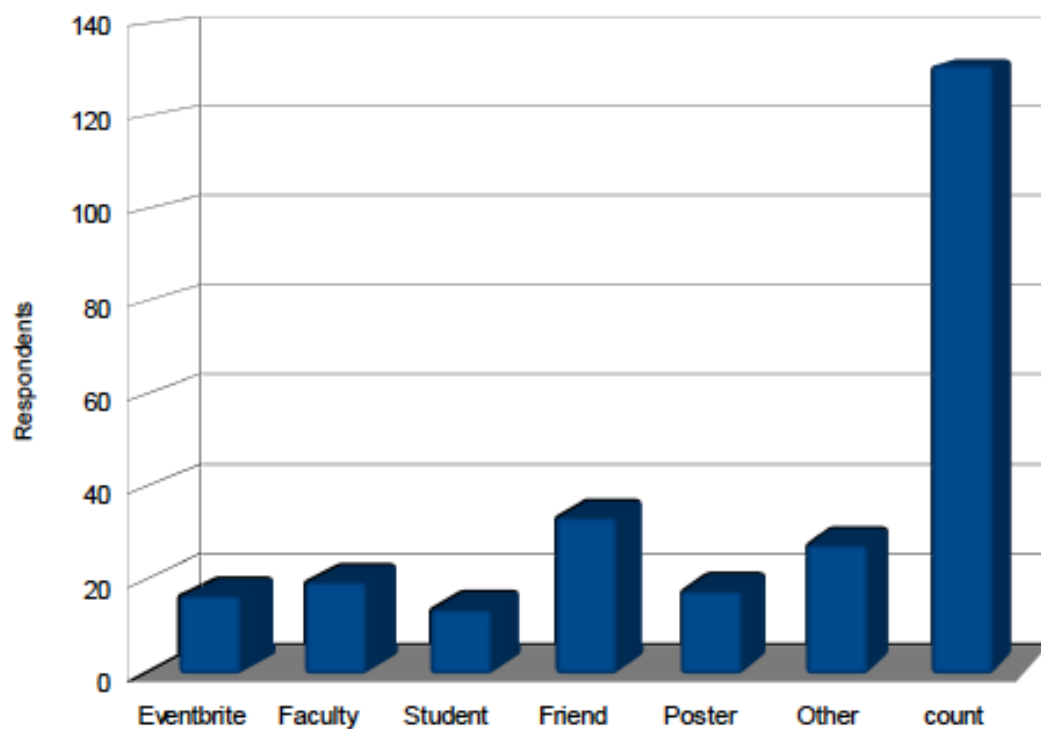
Eventbrite	17	
Faculty	20	
Student	14	
Friend	34	26%
Poster	18	
Other	28	21%
<b>count</b>	<b>131</b>	
chk	0	

## Followup – Yes

<b>count</b>	<b>89</b>	<b>68%</b>
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## INTERSECTION Conference

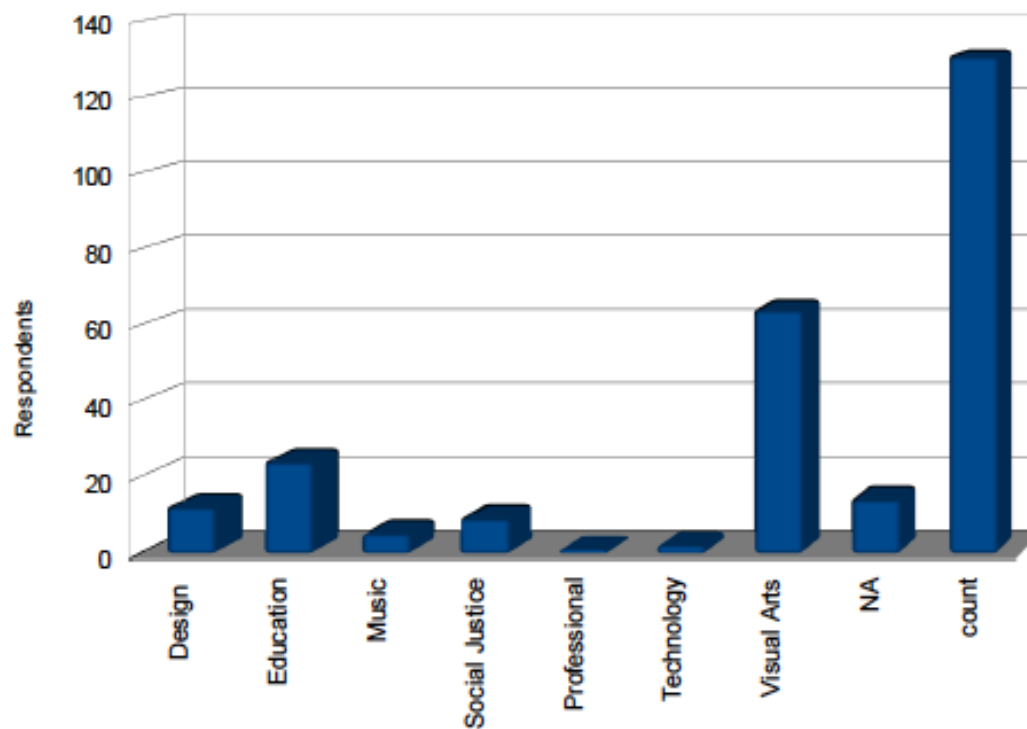
### Eventbrite - first learned of Conference



Interest		
Design	12	
Education	24	
Music	5	
Social Justice	9	
Professional	1	
Technology	2	
Visual Arts	64	49%
NA	14	
<b>count</b>	<b>131</b>	
chk	0	

## INTERSECTION Conference

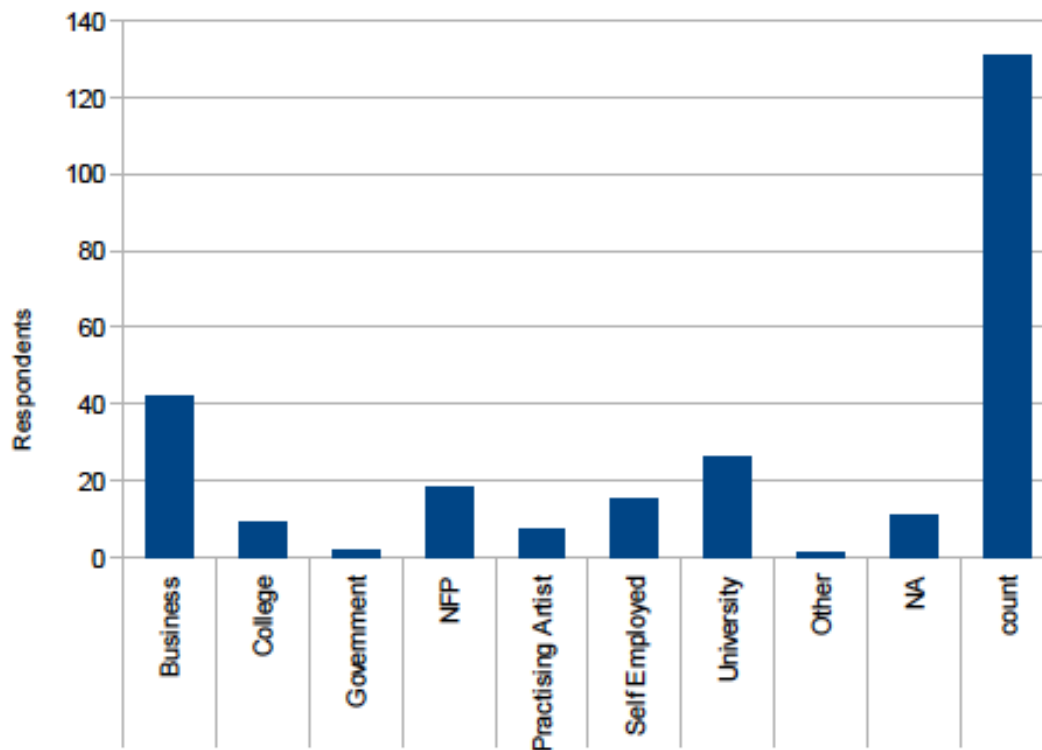
### Eventbrite - Primary Interest



Sector		
Business	42	32%
College	9	
Government	2	
NFP	18	
Practising Artist	7	
Self Employed	15	
University	26	
Other	1	
NA	11	8%
<b>count</b>	<b>131</b>	
chk	0	

## INTERSECTION Conference

Eventbrite - Repondent Sector

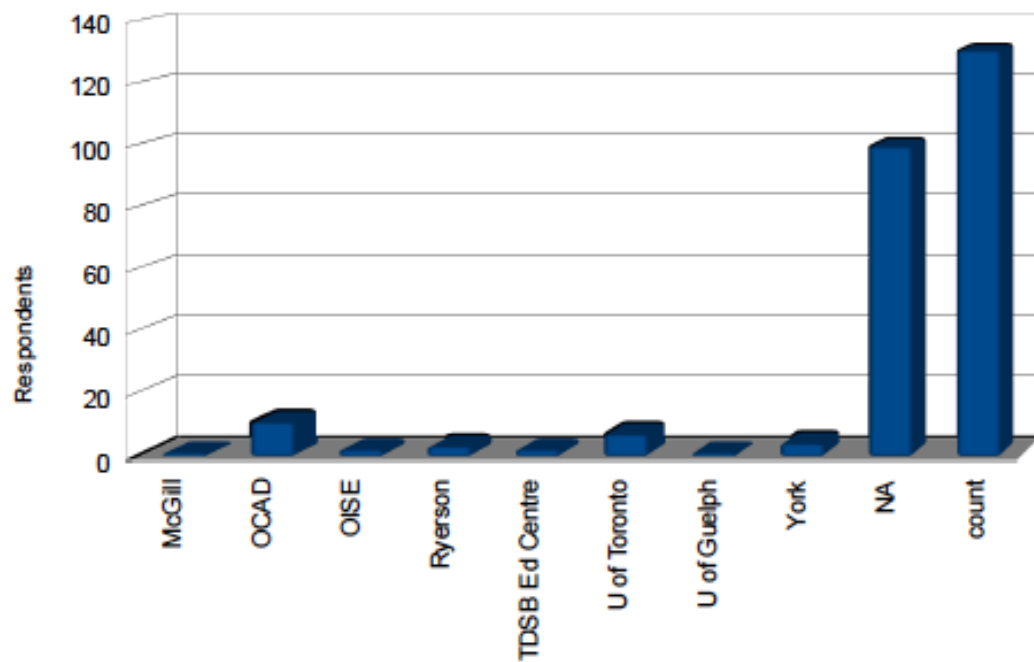


#### School – University

McGill	1	
OCAD	11	8%
OISE	2	
Ryerson	3	
TDSB Ed Centre	2	
U of Toronto	7	
U of Guelph	1	
York	4	
NA	100	76%
<b>count</b>	<b>131</b>	
chk	0	

#### INTERSECTION Conference

##### Eventbrite - Respondent School

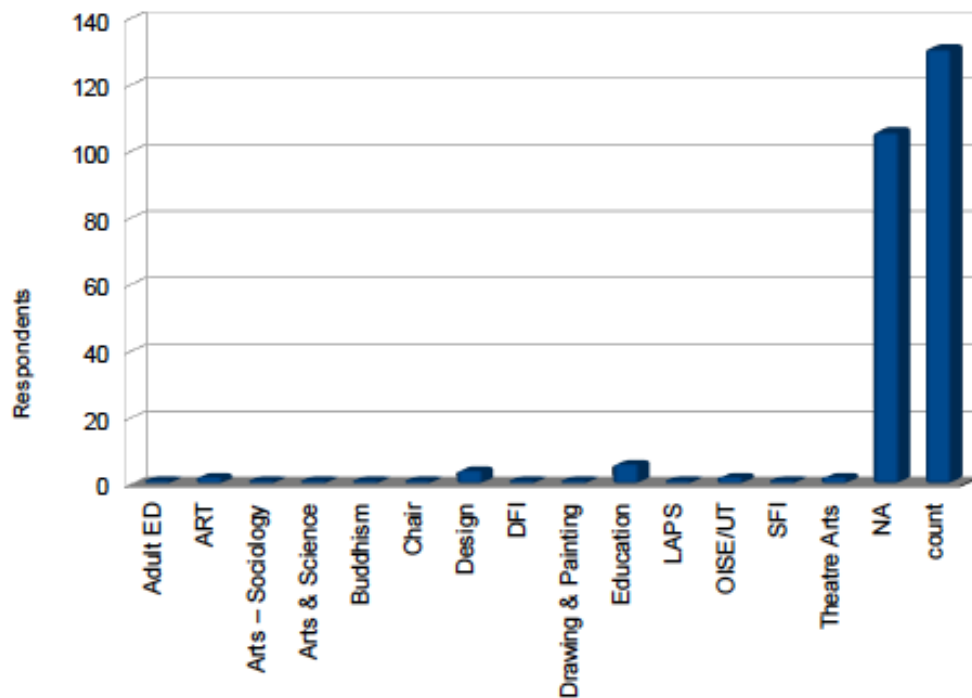


### Faculty – University

Adult ED	1	
ART	2	
Arts – Sociology	1	
Arts & Science	1	
Buddhism	1	
Chair	1	
Design	4	
DFI	1	
Drawing & Painting	1	
Education	6	5%
LAPS	1	
OISE/UT	2	
SFI	1	
Theatre Arts	2	
NA	106	81%
<b>count</b>	<b>131</b>	
chk	0	

### INTERSECTION Conference

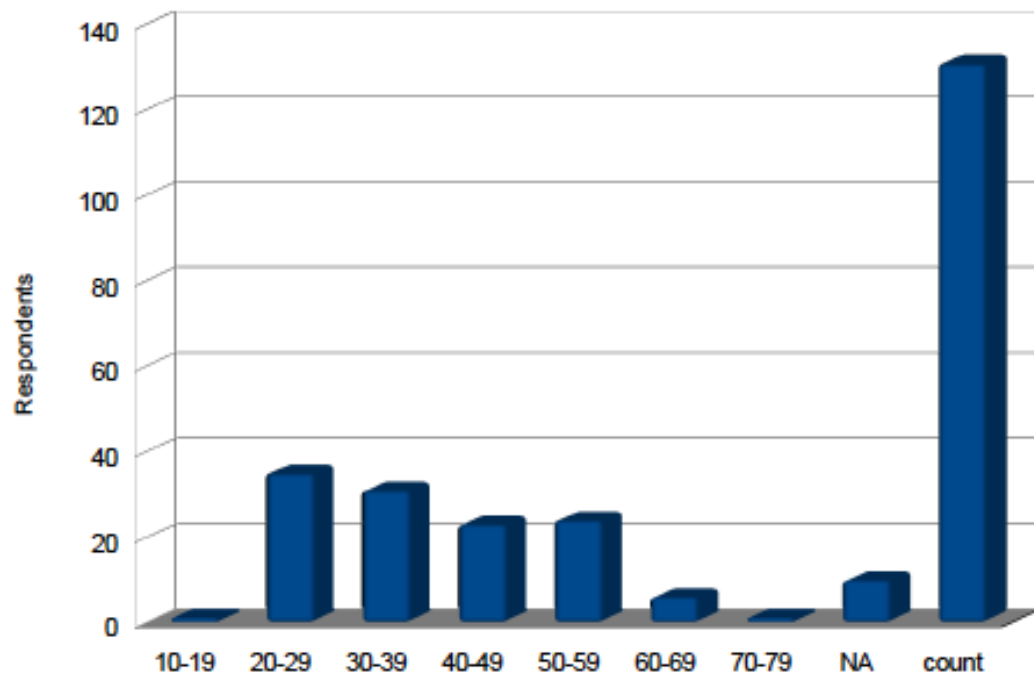
#### Respondent - Faculty - Univeristy



Age decimal		
10-19	1	
20-29	35	27%
30-39	31	
40-49	23	
50-59	24	
60-69	6	
70-79	1	
NA	10	8%
<b>count</b>	<b>131</b>	
chk	0	

## INTERSECTION Conference

Respondent - Age - Decimal

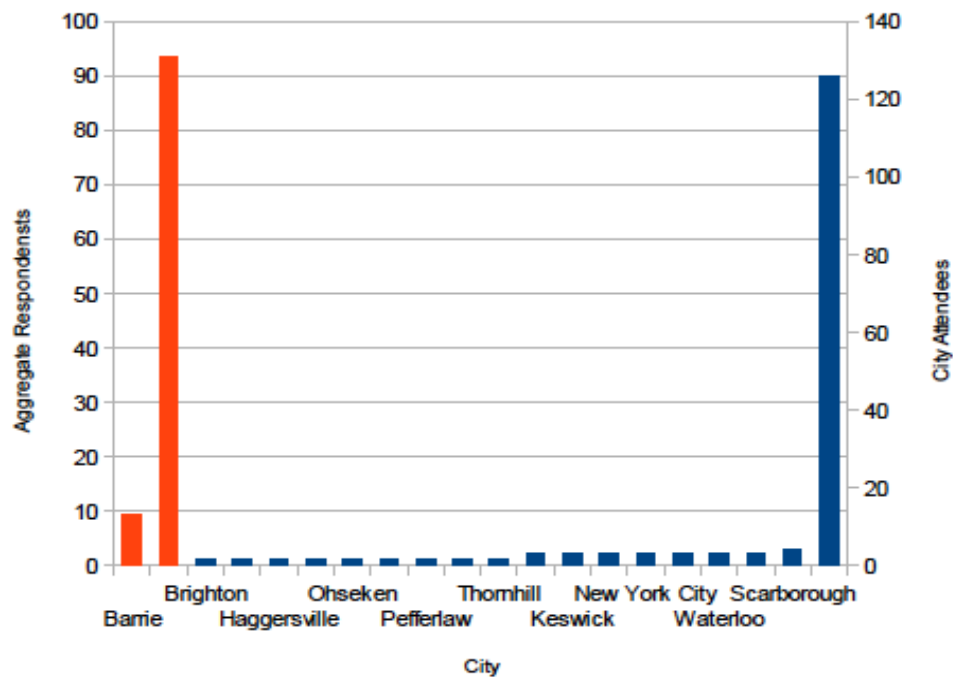




Home			
Barrie	1		
Brantford	1		
Brighton	1		
Etobicoke	1		
Hagersville	1		
North York	1		
Ohseken	1		
Orillia	1		
Pefferlaw	1		
Sutton	1		
Thornhill	1		
Hiawatha FN	2		
Keswick	2		
Mississauga	2		
New York City	2		
Oakville	2		
Waterloo	2		
Woodstock	2	69%	
Scarborough	3		
Toronto	90		
NA	13	10%	
count	131		
chk	0		

## INTERSECTION Conference

Respondent - Home



## 15. CONFERENCE STAFF & VOLUNTEERS

### OCAD UNIVERSITY ADMINISTRATIVE STAFF

**Monica Contreras**  
Director of Operations  
Digital Media Research +  
Innovation Institute

**Greg Van Alstyne**  
Professor

**Christine Crosbie**  
Media Relations Officer  
Marketing &  
Communications

**Melissa General**  
Program Assistant  
Indigenous Visual Culture  
Program

**Cindy Ly**  
Graphic Design Consultant  
DMRII

### CONFERENCE STAFF

**Samson Kong**  
Videographer

**Sayyad Glassford**  
Videographer

**Mike Mazzei**  
Music & Soundscape  
Design

**John Paille**  
Social Media

### VOLUNTEER STAFF

Jessie Brewer

Ana Cisneros

Katrina Lauzon

Shaneeka Melanson

Connor Novac

Debora Puricelli

Mahshid Fathi Roodsari

Tooba Syed

Ghazal Tahernia

### Technical:



### Volunteers (Reception Desk):

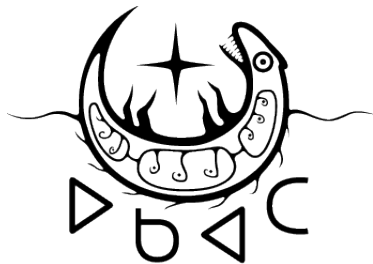
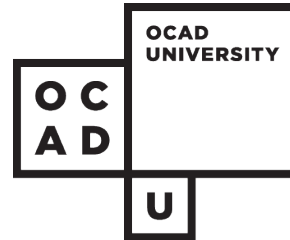


## 16. SPONSORS



ONTARIO ARTS COUNCIL  
CONSEIL DES ARTS DE L'ONTARIO

an Ontario government agency  
un organisme du gouvernement de l'Ontario



INDIGENOUS VISUAL CULTURE  
PROGRAM



## 17. GENERATION CONNECTION

Generation Connection is an emerging social enterprise that provides educational services to entrepreneurs from marginalized populations. The systems that currently exist for supporting entrepreneurs do not adequately support marginalized communities. Generation Connection's mission is to provide entrepreneurial education as the catalyst that will enable local entrepreneurs to develop and implement business, social, and environmental solutions to address local issues and opportunities. Generation Connection's definition and implementation of entrepreneurship necessarily includes social and environmental entrepreneurship, where the primary focus of the enterprise is to address a social or environmental issue, while still achieving financial sustainability. Our approach is triple bottom line oriented.

Generation Connection will provide culturally appropriate educational content and support for different communities through partnerships with community organizations and community members. Generation connection has held three public events in Toronto to date. The first event titled "Our Future depends on thriving First Nations" was held in August 2013, a second event titled "Being Allies: Creating Harmony Between Indigenous People & "Settlers" in Canada was held in January 2014. The third event was the Intersection: Entrepreneurship and Indigenous Art conference held Nov 15 and 16, 2014. Planned projects for Generation Connection include entrepreneurship related educational conferences, online webinars and in classroom courses. The three founders are:

**Ushnish Sengupta**, currently a PhD student at the Ontario Institute for Studies in Education (OISE), University of Toronto. Ushnish Sengupta, has an Industrial Engineering and MBA education, experience in starting up and managing Social Enterprises, and in delivering entrepreneurship and business courses. Ushnish's specializations include project management, strategy, and information technology (IT), and social economy research.

**Larry Sadler** is an independent business consultant. He has a BBA and MBA education, and experience providing business-consulting services for 5 years on First Nations reserves in North Western Ontario. Larry Specializations include strategy, governance, operations IT management, and three decades of co-operative development experience.

**Peter Scott** has a BFA from York University and is a graduate from the MDes OCAD University – Strategic Foresight Innovation program. He also has multiple years of experience in executive education programs - Rotman School of Management University of Toronto, including a small business program that operated for seven years in Toronto's Regent Park neighbourhood. Peter's specializations include entrepreneurship in arts, microfinance, social finance and social enterprise.

## 18. CONTACT US

Please contact us if you have any questions.

Conference link

<http://research.ocadu.ca/research-and-innovation/project/intersection-entrepreneurship-indigenous-art-conference>

Generation Connection

[intersection.conference@gmail.com](mailto:intersection.conference@gmail.com)

Report written by Peter Scott

[continuumdesign@gmail.com](mailto:continuumdesign@gmail.com)

Thank you to all our volunteers and to all program sponsors, who made this conference possible.