



wales arts international
celfyddydau rhyngwladol cymru



Ghazalaw, WOMEX 13 (image:Eric Van Nieuwland)

Wales Arts International's 5 year strategy

2013 to 2018

January 2015



Cyngor Celfyddydau Cymru
Arts Council of Wales



Noddir gan
Lywodraeth Cymru
Sponsored by
Welsh Government

Wales Arts International

Wales Arts International is the international arm of the Arts Council of Wales.

Our Purpose . . .

To enable great calibre artists and arts organisations in Wales, to realise their international ambitions by expanding horizons, igniting potential and connecting with inspiring partners and key markets.



Save Your Breath, SXSW 2014

What are our priorities for the coming 5 years?

Nurturing and sustaining relationships and partnerships internationally will be at the heart of our work.

Leading on the international chapter of the Arts Council of Wales' *Inspire: Our strategy for Creativity and the Arts in Wales*, our international work fits under its three broad headlines:

Make . . . Support the creation of great art in Wales of all art forms and connecting it to the world

Reach . . . out from Wales to the world and bring the best of the world to Wales

Sustain . . . internationalizing the arts in Wales in a sustainable way.

For WAI this means

- Supporting the creation of work of international quality in Wales and beyond that has international reach and relevance
- Reaching new audiences in Wales and worldwide through supporting opportunities for artists from Wales to collaborate with international partners
- presenting artists from Wales at key platforms and showcases
- encouraging artists to increase their use of digital technologies to reach out
- Sustaining the arts and culture of Wales by growing international work in Wales whilst minimizing the impact on the environment
- Sharing expertise in and out of Wales and creating the context for more work in Wales by teaming up with partners' in the UK and beyond

So that in 2018

- More artists working in Wales will sustain their careers through greater international engagement
- More artists from Wales will showcase their work in key international arenas
- More international collaborations are happening in Wales and internationally involving artists from Wales
- More artists and companies in Wales will engage with international networks
- More content will be available digitally for audiences and bookers world-wide
- Enhanced international partnerships are developed to ensure that artists from Wales are visible in key international arenas
- Through our partnership work, we help bring about an increase in international investment into the arts in Wales
- The excellence and creativity of Wales' arts contributes powerfully to the development of Wales' cultural relations with the rest of the world through increased participation in opportunities around international trade delegations and other relevant governmental initiatives
- Wales is recognized as a creative, dynamic and inspiring place to live and work in and to visit

Where will our Focus be?

With increasing pressures on our limited resources it will be important to prioritise particular relationships and areas of work which pay international dividends for the artists concerned and for Wales's creative profile. We will be particularly focused on unlocking the potential internationally for artists and art organisations who have track record and who present convincing credentials to begin or continue working internationally.

MAKE: Ignite the potential of world class arts that inspire audiences in Wales and worldwide

We will focus on delivering these aspects for and with the Arts Council:

- Support artists to make international careers in Wales
- Support production and presentation of the best calibre of art in the world in Wales

- Help artists and companies from Wales to be export ready and internationally connected
- Help host international arts events as catalysts to develop our arts in Wales

This means we will work with artists and creative professionals who exhibit the greatest potential to grow their work internationally, by working with companies and partners that can help us achieve these aims.

We will:

- Support inspiring collaborations that ignite the potential of world class artists in Wales to develop their international careers and to achieve their artistic ambitions. We invest in international engagement, collaboration and dialogue to develop excellent and continuing innovative / cutting edge artistic practice



CINARS 2014

- Invest in networks and partnerships between international artists in Wales and beyond to inspire and offer an international context and opportunities to the next generation of artists and practice in Wales with a view of developing international ambition and confidence into the future
- Provide advice and mentoring to our collaborators and partners:
 1. Expert advice on international practice to colleagues in the Arts Council of Wales and their leading portfolio of companies and artists.
 2. Advice about the international potential of the arts in Wales to Welsh Government and British Council and other UK / international agencies

REACH: inspiring opportunities to engage with our arts in Wales worldwide

We will do this by:

- Reaching out to other cultures in Wales and internationally through supporting artistic collaborations that reach diverse audiences
- Developing the possibilities for our artists to reach new markets and audiences for their work in Wales, the UK and internationally – through our “Wales in” (eg Venice, Edinburgh, SXSW, WOMEX, CINARS etc) and “in Wales” (WOMEX, Artes Mundi, BDE etc) showcase support
- Contributing to the Arts and Education work of the Council and the Government and British Council’s Connected Classrooms initiative, we will continue to share and showcase international best practice in key areas e.g. Child Poverty, Wales festival of young people’s creativity, Family Arts and Momentum

- using new technologies and platforms to ensure the arts from Wales can reach audiences and bookers internationally through partnership working (Welsh Government, British Council, S4C, BBC, European Networks and partners)

SUSTAIN and grow the arts in Wales: growing opportunities to sustain international careers in Wales

The definition of sustainable development applied by the Arts Council of Wales is:

The enhancement of the economic, social and environmental wellbeing of people and communities, both locally and globally, and achieving a better quality of life for our own and future generations:

- *in ways which promote social justice and equality of opportunity; and*
- *in ways which enhance the natural and cultural environment and respect its limits - using only our fair share of the earth’s resources and sustaining our cultural legacy.*



Dr Frankenstein’s Travelling Freak Show, Tin Shed Theatr Company (image: Eminent photography)

Wales Arts International's approach to Sustainable Development has four aspects:

cultural:

- By supporting artistic collaboration we will encourage intercultural dialogue
- By creatively promoting the use of the Welsh language in an international context, we will seek to connect with minority languages and cultures to sustain and celebrate minority cultures within Wales and internationally

economic:

- By providing support to access new markets through our showcasing activities we will support artists to sustain international careers in Wales
- By developing new partnerships and engaging in European programmes, we will find new international investment to sustain the arts in Wales
- By working with Welsh Government to showcase creativity and culture as part of the international presentation of Wales through trade delegations we will contribute towards growing a sustainable creative economy in Wales

environmental:

- By applying the Arts Council's new Sustainable Development Action plan and encourage artists and companies in Wales to apply best practice in the field we will minimise our environmental footprint whilst maximising impact

- By supporting artists and projects to develop work that raises awareness of environmental challenges through their work we will seek to bring about change in practice and instigate behavioural changes

social:

- by supporting international elements to arts projects in the field of Young people, Arts and Education, Older people, rural communities we will support the Arts Council and Welsh Government to address Child Poverty and remove barriers to social inclusion in Wales



BIANCO, NoFit State (image: Mark Robson)

How will we work?

It is the match to the aims of **Make, Reach** and **Sustain**, understood in their international context, and of how we want to work, that will determine our programme of activity and the partners we can work with to achieve these goals.

We will continue to work collaboratively and in partnership

Thanks to a web of long term relationships nurtured in Wales, the UK and internationally, as well as a new set of connections made regularly, Wales Arts International helps to connect and develop capacity to grow more international opportunities and experiences for artists in Wales.

We work in partnership with Welsh Government, British Council and other agencies to maximise the benefits to the arts in Wales.



Lleuwen Steffan, WOMEX14, Santiago de Compostela

What support is available?

We provide both advice and financial support.

Advice . . . As an info-point for artists and partners in Wales and internationally, we provide expert advice and support on the international aspects of the arts in Wales through our newsletter, Canfas, in writing or over the phone, in person and at events. We provide regular updates on social media and on our website.

Advice . . . We are members of key international networks to ensure we are well connected with the best opportunities for the arts in Wales. We represent Wales at a series of leading showcase and networking events where we provide advice to international artists and producers.

Advice . . . We undertake regular research to keep up with developments in Wales and internationally to help prioritise our investment strategically and to ensure the right participants are engaged.

Advice . . . Through the Wales European Arts Forum and the Creative Europe Desk established in Welsh Government we provide advice and support for arts organisations to engage with European programmes and opportunities.

Funding . . . The following competitive funding support is available for creative individuals and companies.

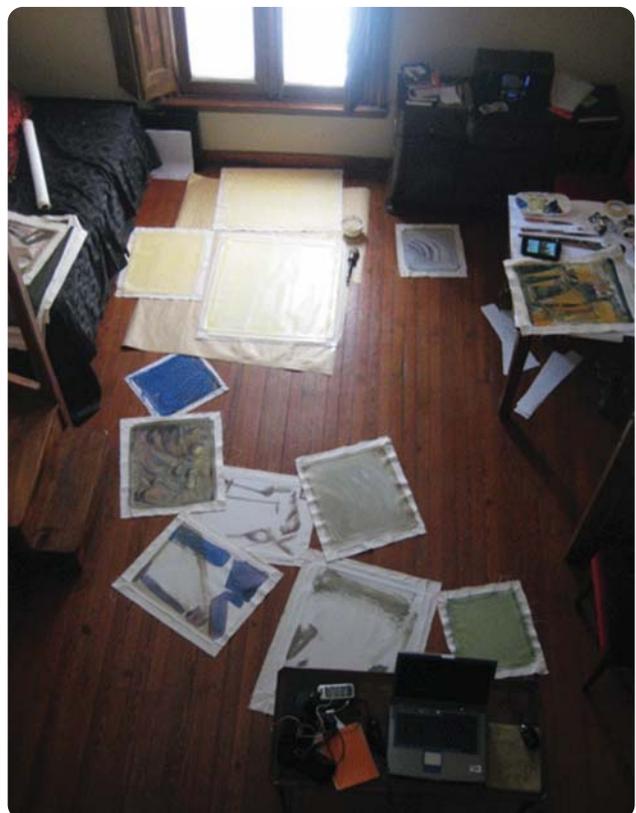
- Up to £5,000 through our International Opportunities Fund
<http://www.wai.org.uk/funding>

- Up to £30,000 through the Arts Council's small and large lottery grants. We can consider funding some international activity as part of a wider project where there will be benefit to Wales if a clear artistic, financial or business rationale is made. We call the types of activity we want to support "strands"

<http://www.artscouncilofwales.org.uk/what-we-do/funding/apply/individuals>

<http://www.artscouncilofwales.org.uk/what-we-do/funding/apply/organisations>

- We also manage an annual programme of strategic projects in partnership with British Council and Welsh Government in mutually agreed priority countries



Rachel Busby URRRA residency, Buenos Aires, October 2014