



# Impact Story:

## The Conseil culturel fransaskois

by  
**MARTINE NOËL-MAW**



Saskatchewan  
Arts Alliance



Festival fransaskois 2019

Torchbearer of Fransaskoisie since 1974, the Conseil culturel fransaskois (CCF) is the driving force behind the development, promotion, and growth of the artistic and cultural sectors in Saskatchewan and beyond its borders.

The geographic dispersal of Francophone communities is a challenge that the CCF managed to overcome. Saskatchewanians of all areas and ages can take part in unifying events created by the CCF, such as the Festival fransaskois, to name only one.

Born in Willow Bunch, musical artist Suzanne Campagne has served as executive director of CCF since 2011. “My vision for the CCF is really to have realistic, accessible and diverse programs that are the result of consultations. To serve the

membership well, you have to be in their world. I brought my experience as a stage artist. I understand what it takes to support our artists and cultural workers.”

The CCF offers two funding programs: the Programme d’aide aux membres associatifs (PAMA), which supports community and organizations initiatives, and the Programme d’aide aux artistes (PAA), which directly supports artists from all disciplines.

Musician Mario Lepage, named producer of the year at the Saskatchewan Music Awards and the Western Canadian Music Awards, is familiar with the PAA. It has allowed him to attend a development program at the Banff Center, and to perform in France with his group Ponteix. “There has been a great deal of interest from



Festival fransaskois 2018 featuring the Campagne family, including CCF's General Manager Suzanne Campagne (centre). © Daniel Paquet [paquet.ca](http://paquet.ca)

# Conseil culturel fransaskois

by MARTINE NOËL-MAW



Thanks to the CCF's financial support, Martine Noël-Maw (literature), Estelle Bonetto (visual) and Mario Lepage (music) attended Entr'ARTS 2017, a one-week arts program at the Banff Centre.

the French people towards Ponteix. I chose the name of the group because it is a small village that manages to maintain its French-speaking identity."

The francophone identity of local artists is where the CCF shines the spotlight. According to Campagne, "if history and language are like the soul of who we are, the artists who express that are the heart of who we are. In the past, we did what we did to survive. But things are changing. Attitudes towards French language are changing with immersion schools, and I think the future is really there."

This new attitude towards the French-speaking world initiated another opening, this one within the CCF. "We have to take advantage of the fact that there are more and more exogamous marriages, of people who speak French, and we have to go towards partnerships with English speakers. Our strategic plan for diversity is as important as our strategic plan."

According to Campagne, "the ecology of the arts is complex, and it affects all areas of life. To whom do we turn to be comforted, to be entertained? Our cultural products and our artists, art and culture play a major role in social and mental health and make a huge contribution to the economy."

# Conseil culturel fransaskois

by MARTINE NOËL-MAW



Authors Laurier Gareau and Martine Noël-Maw, sponsored by the CCF, attended the Salon du livre de Montréal.

The visual artist and president of the CCF board of directors, Anne Brochu Lambert, agrees. The organization has played an important role in her career. For her, the highlight was to be selected for the Mentorat et visibilité program, a two-year journey from which seven artists benefited. “Working alongside a commissioner emeritus (has been) instrumental for our respective careers, opening

doors on the national level. For me it was getting access to public galleries and new collaborations with other curators. It was an ambitious project that got the support of the Canada Council for the Arts. They said it was an exemplary project that deserves to be repeated in other parts of the country.”

With the support of the CCF, the Fransaskois artists are not about to stop touring and breaking new grounds, drawing new talents in their wake.

The CCF is supported by Canadian Heritage, SaskCulture and Saskatchewan Lotteries. For more details, visit [www.culturel.ca](http://www.culturel.ca)

*Author and playwright Martine Noël-Maw has published fifteen books. Her writings have earned her many honours, including two Saskatchewan Book Awards. She also was long listed and a finalist for the Radio-Canada Literary Prizes. Martine is also a translator and editor.*