



Summary of the Peer Jury Feedback

Creation and Documentation programs

April 1st, 2026 Deadlines

Creation Program

General Information and Data

- 230 applications to the Creation program were evaluated by 7 peer juries, divided by artistic discipline.
 - Applications submitted in Multidisciplinary Arts were juried alongside the discipline closest aligned with each respective project, as determined by artsnb staff.
 - One application submitted in Architecture was evaluated by the Visual Arts jury.
 - One application submitted in Dance was evaluated with the applications submitted in Theatre by a Performing Arts jury.
 - Applications in Literary Arts were evaluated by one French-language and one English-language jury, according to the language of the application.
 - One application was withdrawn by the applicant before the jury evaluation.
 - An additional 12 applications were disqualified due to their ineligibility for this program. Many of these applicants were encouraged to reapply for a different, more appropriate grant for their project.
 - Additional information is available on the distribution of applications evaluated and grants awarded per artistic discipline for this deadline [here](#).
- The 230 applications juried for this deadline received the following results. Grant assessment is a competitive process and budgets are limited. Remember that each deadline receives a different set of applications and is evaluated by different groups of peer jurors.
 - 72 applications received a status of "Recommended," and received funding.
 - 66 applications received a status of "Merit." This status indicates that the jury wished to recommend these applications for funding, but that the program budget was insufficient to fund all meriting applications.
 - 92 applications received a status of "Not Recommended." This status indicates that the jury did not recommend funding for these applications. It does not necessarily mean that the work lacks merit, rather, that the applications themselves were less competitive in the application pool received for this deadline.
- Of 72 grants awarded, 25 were awarded to applicants receiving their first grants from artsnb.



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- For more detailed information including success rates by Category and by artistic discipline, please consult [the news release](#) featuring the results of this deadline.

General Feedback (all disciplines and juries)

- The 7 peer juries were excited about the diversity of artistic styles and cultural art forms present in the applications submitted for this deadline. They especially wished to commend the number of artists who are attuned to the impact their work has on their community.
- The juries recommended that applicants should be specific about their approach to the theme of their proposed project. This could include explaining which questions they wish to explore, or what new perspective this new work will contribute to the artistic discourse.
- The juries encouraged applicants to utilize artsnb's resources such as the [Application Toolkit](#), the [Frequently Asked Questions page](#), the pre-deadline [Speed-Consulting sessions](#), etc. Additionally, the juries recommended working with peers to ensure that the application successfully communicates the applicant's proposed project.
- The juries recommended that applicants read the guidelines to ensure that the Creation program is best suited for their proposed project. In particular, the juries were looking for a focus on creating new artistic work and were less favourable towards projects that prioritized professional development, promotion, or tourism and business activities.
- Applicants are encouraged to explore the variety of [artsnb's grant programs](#), which include grants tailored to specific activities outside of the creation of new work. As a reminder, applicants can receive one artsnb grant per program per fiscal year.

Project Description

- The juries appreciated project descriptions that clearly and concisely laid out the following elements:
 - A description of the proposed work or works (e.g.: type, number, and scale or length of pieces to be created or performed; whether the goal is a performance, a script, an installation, a sculpture, a novel, etc.)
 - A feasible work plan (e.g.: estimated timeline of steps toward creating the final work; the roles to be carried out by the applicant and their collaborators; etc.)
 - A brief statement on the applicant's approach to relevant themes (e.g.: why this project, and why now? How do the proposed choices of form or technique relate to the topic of the work? Who is the desired audience for the work? What is the message or desired impact?)
 - A brief explanation of the applicant's artistic trajectory and how the proposed project will progress their practice (e.g.: how will this project challenge your



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skills? Will this project allow you to make connections with new publics or collaborators? What are your ambitions for the completed work?)

- The juries were more compelled by project descriptions that clearly reflected the artist's unique voice and personal connection to the project. The juries cautioned against the overuse of jargon, buzzwords, and/or abstract or opaque language.

Budget

- The juries recommended including detailed budget breakdowns whenever an application includes multiple types of expenses, e.g., multiple types of materials, many different services required, collaborator fees.
- For applicants whose budget includes additional grant revenues, such as Canada Council for the Arts grants, the juries recommended clearly indicating if these grants have been received or if the decisions are still pending. In these cases, the juries recommended that the budget should indicate which expenses will be covered by the artsnb grant and/or other revenue sources.
- The juries also recommended including detailed information to explain the relevance of all expenses requested, e.g. if you are requesting funds for travel, where are you travelling, and how is this essential to complete your project?
- The juries emphasized the importance of allocating equitable pay for artist fees, taking into account the amount and types of labour proposed in the project. For examples of industry standard pay rates, applicants may consult organizations like CARFAC (Visual Arts), or other organizations listed on the [Resources page](#) on the artsnb website.

Samples of Work

- The juries wished to remind applicants that their samples of work should be relevant to the proposed project, demonstrating skills, techniques, or approaches that show the peer jury the applicant's capability to undertake the proposed project.
- The juries wished to remind applicants to ensure their samples of work are of clear and consistent quality, as low-quality videos/images/audio may detract from the merit of the work presented. For applicants seeking to professionalize their portfolios and/or samples of work (e.g. hiring a professional photographer or videographer to document their work), please refer to artsnb's [Career Development — Professionalization & Promotion program](#).
- For applicants including samples of work that require a password to be viewed, the jury reminded applicants to ensure the password is clearly indicated in the description box for the appropriate sample.

Collaborative Projects



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- The juries wished to remind applicants that if an application mentions project participants but does not include any additional information about those participants' involvement in the project (e.g. clearly indicated roles, letters of confirmation, budget lines for remuneration), then the feasibility of the proposed project is called into question.
- For applications that involve multiple co-creators, juries recommended explaining what makes these chosen collaborators important for the project at hand (e.g. they have previous experience working with the primary applicant, or they bring a new skill to the collaboration, etc.). This information could be included in the project description or in the collaborator agreement letters.

Research, Consultation, and Cultural Relationships

- The juries recommended that applicants use the Cultural Relationships section to describe their position in any community relevant to the proposed project. This helps the jury members understand the cultural context and the applicant's consideration for thoughtful engagement. The jury emphasized the importance of having clear protocols for consultation, consent, and paying participants when relevant.
- The juries wished to caution applicants about their approach to answering the Cultural Relationships section, as adding a general statement about diversity and inclusion that does not relate to the proposed project can be read as tokenizing.

Additional discipline-specific jury feedback

Craft

- Of 19 applications evaluated by this jury, 6 were awarded grants.
- The jury recommended that the project description should outline clear objectives for the project, such as the number of pieces proposed, the style being explored, the materials used, etc.
- For projects that continue an existing series or body of work, the jury appreciated when the applicant clearly demonstrated how the proposed new pieces will develop the artist's concept and techniques, and how the new work will differ from previous works.

Literary Arts

- Of 26 applications evaluated by the English-language jury, 9 were awarded grants.
- Of 8 applications evaluated by the French-language jury, 3 were awarded grants.



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- The juries were excited about applications that were taking bold creative risks, especially when applicants demonstrated the clear progression between their existing work and their new ambitions.
- For applicants proposing work in a new genre, the juries appreciated when the applicant demonstrated their research into the background and contemporary context of that new genre. Additionally, the juries appreciated seeing samples of work that demonstrated how the author's existing skills will serve them in the new genre (e.g. samples that show the author's aptitude for narrative pacing, world-building, character development, etc., as appropriate).
- The juries encouraged applicants to consider the feasibility of their projects when it comes to scale. This can mean giving themselves a long enough timeline to complete the project without rushing or dividing a larger-scale project into phases across multiple grant applications (e.g. focusing on the research and first-draft writing of a manuscript, instead of also trying to self-publish and tour the book all in one application).
- For optional support materials like reviews, the juries cautioned against using non-professional sources such as social media and consumer-market reviews (e.g. Goodreads, Amazon listings, etc.).

Media Arts

- Of 29 applications evaluated by this jury, 8 were awarded grants.
- For applicants proposing larger-scale film projects with multiple collaborators and types of expenses, the jury especially recommended the inclusion of a detailed budget breakdown showing how much is allocated toward expenses like collaborator fees, cast and crew fees, equipment rentals, etc.
- The jury advised including samples of work that relate to the proposed project, either in form, tone, or subject matter. This helps the jury evaluate the direction of the proposed work and how it fits into the artist's trajectory.
- The jury also recommended that samples of work include a combination of finished works as well as any in-progress works, sketches, or demo reels. This combination helps the jury evaluate the applicant's past work to determine the feasibility of the proposed new work.
- If applicants are proposing projects in which they take on a different production role (e.g. actor moving to directing, or producer moving to screenwriting), the jury advised working with a mentor to ensure that the applicants have the support they need to successfully carry out their proposed activities.

Music

- Of 50 applications evaluated by this jury, 17 were awarded grants.



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- The jury was enthusiastic about the musical talents presented, and about how many of the proposed projects demonstrated a clear connection and impact to the artists' local communities.
- The jury appreciated detailed and focused project descriptions that demonstrated how this project will push the applicant's career forward, and that explained why the project is important to the applicant, as well as how the project will unfold (e.g. What will the end product look like? Will the applicant record in a home studio or outside? Who will they collaborate with if they do not have the skills in-house? What is the timeline for distribution? etc.).
- The jury cautioned against vague or abstract project descriptions and recommended using clear first-person narration to explain the proposed project to the members of the jury.
- The jury recommended that applicants include finished samples of work in addition to any in-progress or rough demos, so that the applicant's past work can be evaluated to determine the feasibility and direction of the proposed new work.

Performing Arts (Dance and Theatre)

- Of 21 applications evaluated by this jury, 6 were awarded grants.
- The jury appreciated that the majority of the applications evaluated demonstrated a clear sense of their desired audience and cultural impact the project would have on those communities.
- When proposing the research or exploratory phase of a new work, the jury recommended that applicants include a description of how the project will look once completed. For example, if you are conducting archival research or community interviews, what kind of script or performance do you envision creating based on this? While projects may evolve as the research and writing proceed, it is important to communicate to the jury your vision for the final results of the project.
- For applicants who are working with collaborators from outside New Brunswick or performing their proposed works outside the province, the jury encouraged applicants to provide a rationale for these choices: why are these collaborators or these venues the best suited for this specific project, and how will this experience benefit the applicant's practice in New Brunswick?
- For applicants with interdisciplinary writing practices (e.g. artists with a primarily literary background taking on a playwriting project), the jury recommended including letters of recommendation in the application, or budgeting for consultation services from peers in performing arts to support the applicant's capabilities.

Visual Arts

- Of 77 applications evaluated by this jury, 23 were awarded grants.



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- For artists proposing a project that differs from their usual practice, the jury recommended clearly explaining the rationale behind this new direction.
- The jury recommended that applicants continue to pursue training, workshops, and mentorships, in order to develop their technique in their chosen medium. Artists wishing to further develop their artistic skills may apply to artsnb's [Career Development – Professional Development program](#).
- For projects incorporating multidisciplinary components, the jury recommends including samples of work that demonstrate skills across those disciplines.
- The jury appreciated applications with a strong conceptual focus, regardless of style or genre. The jury was less favourable towards projects with purely commercial intentions.



Documentation Program

General Information

- 16 applications to the Documentation program were evaluated by a multidisciplinary jury of peers.
 - An additional 3 applications were disqualified due to their ineligibility for this program. Many of these applicants were encouraged to reapply for a different, more appropriate grant for their project.
- The 16 applications juried for this deadline received the following results. Grant assessment is a competitive process and budgets are limited. Remember that each deadline receives a different set of applications and is evaluated by a different group of peer jurors.
 - 5 applications received a status of "Recommended," and received funding.
 - 5 additional applications received a status of "Merit." This status indicates that the jury wished to recommend these applications for funding, but that the program budget was insufficient to fund all meriting applications.
 - 6 applications received a status of "Not Recommended." This status indicates that the jury did not recommend these applications for funding. This does not necessarily mean that the work lacks merit, rather, that the applications themselves were less competitive in the application pool received for this deadline.
- Of 5 grants awarded, 1 was awarded to an applicant receiving their first grant from artsnb.
- For more detailed information including success rates by artistic discipline, please consult the [news release](#) featuring the results of this competition.



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- For useful tips and recommendations on preparing an artsnb application, please consult the [Application Toolkit](#).

General Feedback

- The jury was excited to see many projects that seek to document ephemeral and underrepresented art forms and to create conversations around them.
- The jury appreciated applications that offered a clear description of the project's proposed outcomes and a clear timeline for all planned activities, and that demonstrated how the timeline would allow the applicant to feasibly complete the project at the proposed scale.
- For projects that include interviews with or essays about artists, the jury encouraged applicants to demonstrate how they will deepen their critical analysis of the works examined. Applicants could approach this by considering what new perspective their engagement will add to the conversation about the artworks and artists being discussed.
- For projects concerning land-based art, the jury advised applicants to use elements like the Project Description and Cultural Relationships question to show how the project will navigate relationships with local Indigenous communities and history, if applicable.
- For applicants whose budget includes additional grant revenues, such as Canada Council for the Arts grants, the jury recommended clearly indicating if these grants have been received or if the decisions are still pending.
- In the Samples of Work section, jurors wished to emphasize that samples should be relevant to the proposed project. This means selecting works that directly relate to the themes and/or skills the applicant will engage during the proposed project, and respecting guidelines about the maximum length of materials to be included.
- The jury wished to recognize that there were many more meriting applications than the available budget could cover, and encouraged applicants who did not receive a grant this round to keep developing their projects and to keep applying for support.