

Canadian Conference of the Arts presents:



**CANADIAN CONFERENCE
OF THE ARTS**
**CONFÉRENCE CANADIENNE
DES ARTS**

**The State of the Arts
in Canada**

Presented to the All-Party Arts Caucus on
November 25, 2009

Who we are:

- The oldest and largest umbrella organization in the cultural sector
- A national forum connecting the arts, culture and heritage community
- A research & analysis organization
- A voice representing artists and arts professionals
- A coordinator of events
- A partner with Canada's universities

What we do:

- Keep our members updated on federal policy developments in the cultural sector



[Twitter.com/CanadianArts](https://twitter.com/CanadianArts)

[Facebook.com/CanadaArts](https://facebook.com/CanadaArts)

www.ccarts.ca

What we do:

- Provide analysis on cultural policy

Canadian Conference of the Arts September 2009

Table 1: Expenditures for the Department of Canadian Heritage and Selected Agencies and Crown Corporation, 2008-09 to 2010-11 (millions of dollars)

Organizational	2008-09		Expenditures to date 2009-10		Increase (decrease) in spending to date 2009-10	
	Main Estimates	Total Expenditures	Main Estimates	Suppl. votes & other	Main Estimates	Expend. to date
Department of Canadian Heritage	1,380.3	1,426.0	1,251.0	1,421.9	13.7	245.0
Canadian Council for the Arts	381.7	381.1	381.0	3.8	381.7	0.0
Canadian Broadcasting Corporation	1,137.4	1,137.7	1,001.0	1,035.4	6.7	314.4
Library and Archives of Canada	157.4	164.0	153.4	8.8	153.3	10.7
Canadian Ice Centre	24.8	25.1	24.0	—	24.0	1.1
National Gallery of Canada	31.7	31.7	29.7	—	29.7	2.0
Canadian Museum of History	61.4	60.3	62.3	0.3	62.4	1.0
Canadian Film Board	—	1.0	1.1	—	1.1	0.1
Canadian Museum of Nature	30.7	31.3	31.4	—	31.4	0.7
Canadian Museum of Science and Technology	31.0	31.7	31.0	—	31.0	0.7
Canadian Space Agency	—	—	—	—	—	—
Canadian Museum of Civilization	10.0	10.0	10.0	—	10.0	0.0
Canadian Museum of Contemporary Art	—	—	—	—	—	—
Canada	1,380.3	1,426.0	1,284.9	1,421.9	13.7	245.0
TOTAL	1,380.3	1,426.0	1,284.9	1,421.9	13.7	245.0

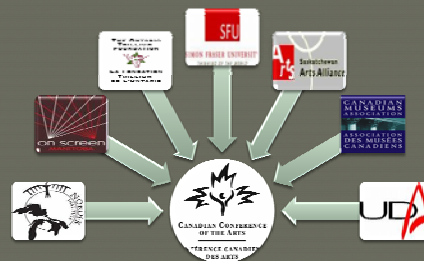
See Tables 100 and 101 in the 2009-10 Budget.

What we do:

- Conduct research on arts & cultural policy
 - *Work Flows and Flexicurity: Canadian Cultural Labour in the Era of the Creative Economy*, by Dr. Catherine Murray and Mirjam Gollmitzer, Simon Fraser University, 2009.
 - *The Politics of Arts and the Art of Politics*, by Heather Robson, Canadian Conference of the Arts, 2008.
 - *Making a Single Case for the Arts: an International Perspective*, by Alexandra Slaby, Université de Caen, 2008.
 - *Les effets des réformes administratives sur les activités des organismes de représentation des intérêts*, Pierre-André Hudon, École d'études politiques, Université d'Ottawa, 2008.
 - *The Place of Arts and Culture in Canadian Foreign Policy*, by Rachael Maxwell, 2007.
 - *From Economy to Ecology: A Policy Framework for Creative Labour*, by Dr. Catherine Murray and Mirjam Gollmitzer, Simon Fraser University, 2007.

What we do:

- Build partnerships within the arts & culture community



What we do:

- Host events & forums for debate, discussion, and learning



Contribution of the arts:

- Arts have a role to play in many sectors:
 - Education
 - Health
 - Community building
 - Trade
 - Public safety

...and the Economy

Some Facts:

The economic footprint of Canada's culture sector was \$84.6 billion in 2007, or 7.4% of Canada's total real GDP.

(Conference Board of Canada, *Valuing Culture*, 2008)

Some facts:

- In 2002, Canadians traveling in Canada took:
 - 14.6 million trips to a historical site
 - 12.5 million trips to a museum or art gallery
 - 10.3 million trips to a cultural performance
- Creating a new job in the cultural sector is estimated to cost \$20,000-\$30,000
 - vs. a job in light industry = \$100,000
 - vs. a job in heavy industry = \$200,000-\$300,000

How Canadians view the arts:

- Spending on museum admissions exceeded \$500 million for the first time in 2005. In that year, 34% of Canadian households spent at least some money on museum admissions
- Canadians spent \$1.2 billion on live performing arts in 2005
 - **More than double** the \$540 million that Canadians spent on live sports in 2005

(Kelly Hill, "Consumer Spending on Culture in Canada, the Provinces and 15 Metropolitan Areas in 2005," *Statistical Insights on the Arts, Vol. 5 No. 3*, Hill Strategies Research, 2007, "Consumer Spending on Culture in Canada, the Provinces and 15 Metropolitan Areas in 2005," *Statistical Insights on the Arts, Vol. 5 No. 3*, Hill Strategies, 2007.)

What is an artist?

- A 'professional' artist has:
 - completed his or her basic training (or the equivalent)
 - produced an independent body of work
 - received the recognition of his or her peers through public presentation of work in a professional context
 - maintained an independent professional practice for at least three years.

(Canada Council for the Arts www.canadacouncil.ca)

Self-employed Artist:

- A self-employed professional artist is paid for the display or presentation of that independent contractor's work before an audience, and is recognized to be an artist by other artists, or is in the process of becoming an artist according to the practice of the artistic community, or is a member of an artists' association. To be a professional, any undertaking or activity of a taxpayer (the artist) that results in profits or has a reasonable prospect of profits would be viewed as the carrying on of a business. (<http://www.cappri-icrpap.gc.ca/>)



42% of artists are self-employed.

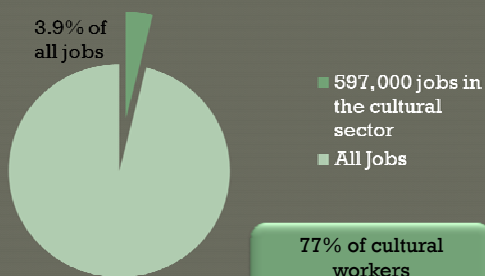
This is six times the self-employment rate in the overall labour force (7%).

In May 2006...

- 140,000 artists spent more time working on their art than at any other occupation.
- 135,000 Canadians were directly employed in the automotive sector.

Canadian Auto Workers union, as reported in a November 13, 2008 CBC article entitled *A timeline of auto sector layoffs*, <http://www.cbc.ca/canada/story/2008/10/21/f-autolayoffs.html>

Percentage of Cultural Jobs in Canada in 2002



77% of cultural workers work full-time.

"Focus on Culture", Statistics Canada, Vol. 15 No. 1, April 2005.

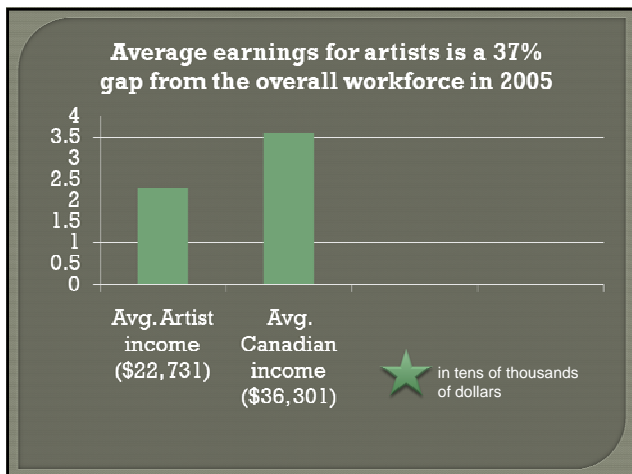
Portrait of a Canadian artist:

- Over 40% of artists hold a university degree, yet university-educated artists earn only slightly more than overall labour force workers with a high school diploma.

The percentage of artists with a bachelor's degree or higher is nearly double the rate of the overall labour force (21%).

- Women account for almost one-half of the cultural labour force (49.8%), which is higher than the equivalent figure for the overall labour force (47%).

Hill Strategies Research, which was based on Statistics Canada's 2004 National Survey of Nonprofit and Voluntary Organizations



Artists' average earnings in the provinces and territories, 2005

Province	Artists	Overall labour force	Earnings gap
British Columbia	\$21,069	\$34,978	40%
Alberta	\$20,222	\$42,439	52%
Saskatchewan	\$15,388	\$30,773	50%
Manitoba	\$18,334	\$31,318	41%
Ontario	\$24,521	\$39,386	38%
Quebec	\$24,580	\$32,639	25%
New Brunswick	\$15,642	\$28,353	45%
Nova Scotia	\$17,742	\$29,958	41%
Prince Edward Island	\$15,914	\$25,574	38%
Nfld and Labrador	\$15,165	\$28,002	46%
Yukon Territory	\$17,225	\$37,908	55%
Northwest Territories	\$35,587	\$46,750	24%
Nunavut	\$20,279	\$37,997	47%
Canada	\$22,731	\$36,301	37%

Source: Analysis by Hill Strategies Research based on a 2006 census custom data request.
All earnings figures captured in the 2006 census relate to the 2005 calendar

A sketch of Canadian arts organizations:

- **Non-profit organizations:**
 - 13,770 arts & culture incorporated non-profit organizations, 2003
- **Compared with other non-profits, arts and culture organizations:**
 - Received **less** funding from government
28% for arts & culture vs. 49% for all non-profits
 - Earned **higher** revenues from earned sources
50% for arts & culture vs. 35% for all non-profits
- **Volunteering:**
 - 933,000 volunteers in arts & culture organizations, with 200 million hours volunteered.

Policy issues we care about:

- Developing markets
- Broadcasting
- Digital strategy
- Cultural infrastructure
- Cultural statistics

Developing markets:

Arts and culture exports doubled from:

\$1.5 billion in 1997 → \$3 billion in 2006

Canadian cultural goods exports were valued at \$2.4 billion in 2004, down 5.5% from 2003 with this breakdown:

•Written and published works	\$862m
•Film and video	\$644m
•Advertising	\$418m
•Photography	\$229m
•Sound recording & music publishing	\$145m
•Visual Art	\$80m
•Other Goods	\$25m

Broadcasting:

• Imports of broadcasting materials to Canada grew from:

\$227m in 1997 → \$775m in 2008

• In comparison:

- \$88.3m was spent on Canadian productions

Looking towards a National Digital Strategy:

• Developing a strategy for Canada's digital sphere.

• As compared to:



Published jointly by the Dept. for Culture, Media and Sport and the Dept. for Business, Innovation and Skills, the Bill aims to support growth in the creative and digital sectors and includes measures aimed at tackling widespread online infringement of creative copyright, such as peer-to-peer file-sharing.

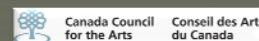
Cultural Infrastructure:



Images from Creative Cities Network. www.creativecities.ca, Scotiabank Dance Centre, Vancouver, BC (photo: Ivan Hunter); Mendel Art Gallery and Civic Conservatory, Saskatoon, SK (photo: N. Duxbury); Douglas J. Cardinal Performing Arts Centre, Grande Prairie, AB (photo: Grande Prairie Regional College); The new Art Gallery of Alberta, Edmonton, AB (photo: Design by Randall Stout Architects Inc.); Art Gallery of Peterborough, Peterborough, ON (photo: Joshua Noisoux); Le Pays de la Sagouine, Soudouche, NB (photo: Jeannine Richard)

Cultural Statistics:

...these statistics have been brought to you by:



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To find more information on Canada's
arts, culture, and heritage sector
go to www.ccarts.ca