

**Artists: Powering the Creative Economy?  
CCA National Policy Conference  
November 1-3, 2010**

As Canada and other countries move towards an increasingly flexible, digitally-based, mobile and creative economy, artists and producers of content are both more important players and increasingly vulnerable. The Canadian Conference of the Arts 2010 National Policy Conference will explore the policies we need to ensure that Canada will be a leading player in the new economy.

Since the creative economy is local, regional, national and global, the scope for discussion is vast. The Conference will consider the myriad issues by focussing on the role of the artist. Will it be the artist's creative mind which drives this economy to success? Or do new technologies now mean that the artist is subsumed into a new and very broad category of creative/knowledge workers? If the artist is at the heart of the creative economy, how do we ensure that Canadian artists can reach their full potential and enable Canada to be a leading player in this new economy?

The Conference will consider impediments and aids impacting artists who may be driving the creative economy. Is the relationship between the artist and the producer different in this new economy? Are the distinctions between user-generated and professional content disappearing? Is it necessary to change the vocabulary and the strategies to foster the vitality of the Canadian cultural sector? What kind of strategies/policies would be appropriate given the increasing importance of local governments in development planning?

2010 marks the 30th anniversary of the UNESCO *Recommendation concerning the Status of the Artist* and the Conference will be an opportunity to reflect on whether our artists are well positioned to meet the challenges. The Conference will be forward looking, with innovative approaches to discussion, debate and policy formation.

The Conference will also be an opportunity to present and discuss the results of important studies regarding the Canadian cultural labour force (such as the studies on senior artists and the Cultural Human Resources Council update of the cultural labour force).

The Conference will be held in Ottawa November 1-3, 2010 in conjunction with other events. Among these will be the CCA Annual Awards and the celebration of the 65<sup>th</sup> Anniversary of the CCA.