



artists:
powering
the creative
economy?

Canadian Conference of the Arts

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Welcome

Dear Delegates,

Welcome to the Canadian Conference of the Arts' 2010 National Policy Conference, ***Artists: Powering the Creative Economy?***

This year marks a milestone for the CCA as it celebrates its 65th anniversary and shows that it's not yet ready to retire! Since 1945, the CCA has played a pivotal role in bringing together the cultural sector to build consensus on issues of common interest. This conference is no exception. It unites individuals and organizations from the cultural sector, business, government and academia to discuss the challenges and opportunities facing artists in an evolving creative economy.

Without a doubt, the digital creative economy is changing the face of the cultural sector in Canada. Now more so than ever, leading thinkers and policy makers at all levels of government are recognizing innovation and creativity as catalysts for economic change. The arts are at the centre of this new economy by encouraging creative thinking, building vibrant communities and contributing to social well-being. Given these realities, are Canadian artists equipped with the tools to contribute to the creative economy in a meaningful way? Over the next two days, we hope to create a dialogue on this issue and more, and discuss the policy measures needed for artists to thrive in Canada's creative economy.

This event would not have been possible without the hard work and diligent planning of several individuals including the CCA staff, the Board of Governors and the conference steering committee. We would also like to thank our sponsors and partners, whose support has brought us all together today.

Last but not least, thank you for attending this year's conference. We know this will be an enriching arena for discussion, with divergent voices coming together to share unique ideas, insights and solutions. Now, over to you!

Sincerely,



Kathleen Sharpe
President, Board of Governors
Canadian Conference of the Arts



Alain Pineau
National Director
Canadian Conference of the Arts



Our Government understands the importance of arts and culture for our society, our identity, and our economy. That is why we support events that give stakeholders in the Canadian cultural milieu the opportunity to discuss the future of the sector in a rapidly changing context. By hosting a meeting to explore the theme "Artists: Powering the Creative Economy?" the Canadian Conference of the Arts is doing just that. This is sure to be a productive and engaging discussion.

On behalf of Prime Minister Stephen Harper and the Government of Canada, I commend all those who have helped shape the Canadian Conference of the Arts, a remarkable forum for the artistic and cultural community of the country. I offer my best wishes to the members of the Conference on its 65th anniversary.

Notre gouvernement connaît l'importance des arts et de la culture pour notre société, notre identité et notre économie. C'est pourquoi il appuie des activités qui donnent aux intervenants et aux représentants du milieu culturel canadien l'occasion de discuter de l'avenir de leur secteur dans un contexte qui évolue rapidement. C'est justement ce que propose la Conférence canadienne des arts en tenant une rencontre sur le thème « L'artiste, moteur de l'économie créative? ». Nul doute que cette question suscitera des discussions utiles et engagées.

Au nom du Premier ministre Stephen Harper et du gouvernement du Canada, je tiens à saluer toutes les personnes qui donnent forme à la Conférence canadienne des arts, un forum remarquable pour la communauté artistique et culturelle du pays. Je souhaite mes meilleurs vœux aux membres de la Conférence à l'occasion de leur 65^e anniversaire.

The Honourable / L'honorable James Moore

Canada

Gala

November 1, 2010

65th anniversary Gala dinner and CCA awards ceremony
National Arts Centre - Panorama Room

5:45 pm **Cocktails**

7 pm **Three course dinner and awards ceremony**

Presentation of the Diplôme d'honneur to Françoise Sullivan and Joyce Zemans

Presentation of the Keith Kelly Award for Cultural Leadership to Maurice Forget and Robert Jekyll

Keynote address

Paul Gross - Actor and director

9:30 pm **Closing**

**A special thank you to Susan and Doug Taylor, Sculptors and Medallion Artists, for providing the Keith Kelly Award medallions.*



Paul Gross

Known foremost as an actor, Paul Gross is also a writer, producer, director and singer. He is internationally known for his role as Constable Benton Fraser on the multi award-winning drama series *Due South*. He received two Gemini Awards for Best Actor and one Gemini Award for his writing on the series.

He has been involved with a number of film and television projects including *Men with Brooms*, *Gunless*, *Cra\$h & Burn*, *H2O*, *The Trojan Horse* and *Slings & Arrows*. In 2008, he released his feature film *Passchendaele*, a First World War epic. He wrote and directed the screenplay, and starred in the leading role as Michael Dunne, a character based on his own grandfather. *Passchendaele* was the highest grossing Canadian film of 2008 and won five Genie Awards,

including Best Picture.

Paul is the Honorary Chair of the National Screen Institute and a spokesperson for Toronto's Hospital for Sick Children. In 2009, he received the National Arts Centre Award and the Pierre Berton Award – Canada's top history prize.

Award recipients

Diplôme d'honneur



Françoise Sullivan

A visionary in her field, Françoise Sullivan stands among the nation's most influential and innovative contemporary artists. Born in Montreal, Sullivan received her early training at the École des beaux-arts de Montréal before moving to New York to study dance. Although she garnered acclaim as a pioneer of modern dance, it has been her work as a visual artist, painter and sculptor that has truly marked her long career. She was part of the Automatistes, an avant-garde movement, and was a signatory of the group's 1948 manifesto, Refus Global. Her work has been exhibited in national and international galleries, and has been awarded numerous grants and prizes. Sullivan holds honorary degrees from the Université du Québec à Montréal and York University in Toronto. In 2005, she received the Governor General's

Award in Visual and Media Arts. In 2009, she was appointed an Officer of the Order of Canada.



Joyce Zemans

Joyce Zemans has made valuable contributions to the cultural sector through her work as a scholar, teacher, writer, volunteer and mentor. She is a Professor Emerita and Senior Scholar at York University. She is also the Director of the MBA program in Arts and Media Administration at York's Schulich School of Business. She previously served as Dean of York's Faculty of Fine Arts, Chair of York's Department of Visual Arts and Acting Director of the MBA Program in Nonprofit Management and Leadership. She is a former Director of the Canada Council for the Arts. Her leadership and tenacity during her tenure at the Council was evident as she effectively led the organization through an important period of transition. Zemans is actively involved as a member of the advisory boards of the Toronto Arts Council, the

Creative Trust and Concordia University's Institute for Studies in Canadian Art, among others. She is a Member of the Order of Canada.

Keith Kelly Award for Cultural Leadership



Maurice Forget

A lawyer by profession, Maurice Forget is a well-known philanthropist and supporter of the arts and culture scene in Montreal. Forget is the former Chairman of the law firm Fasken Martineau DuMoulin, and has been actively involved as a member of the board of numerous artistic organizations, covering various disciplines. For seven years, he served as the Chair of the Conseil des arts de Montréal (CAM) and under his guidance and perseverance, CAM achieved its status as an arm's-length corporation, separate from the City. An avid art collector, in 1995, he donated his collection of 400 contemporary artworks to the Musée d'art de Joliette and continues to contribute artworks as a donor and lender. In 1998, Forget was appointed a Member of the Order of Canada. In 2009, he was named Arts-Business Personality of the Year by the Board of Trade of Metropolitan Montreal and the Conseil des Arts de Montréal.



Robert Jekyll

An advocate for the arts, a dedicated leader and a talented visual artist, Robert Jekyll has had a great impact on Canada's cultural landscape. For over 30 years, he has operated a stained glass studio practice in Toronto. His works have been included in exhibitions and major collections across Canada, and have been commissioned at many public locations. Beyond his talent as an artist, Jekyll has been recognized for his contributions to the advancement of fine craft. He played a pivotal role in the reformation of the Canadian Crafts Council, now known as the Canadian Craft Federation. During his tenure as Founding President and Administrative Director of the Federation, he led the organization's advocacy efforts and increased its public profile. He has also been connected with craft and design movements through his involvement on the boards of the Ontario Crafts Council, Visual Arts Ontario, the Design Exchange and the Canadian Society of Decorative Arts.

Schedule

November 2, 2010

Conference - Day 1

National Arts Centre - Panorama Room

- 8 am** **Check-in**
- Confirm registration, pick up conference documents and simultaneous interpretation devices
- Continental breakfast
- 8:30 am** **Welcome and Introductions**
- Kathleen Sharpe** - President, Canadian Conference of the Arts Board of Governors
Alain Pineau - National Director, Canadian Conference of the Arts
- 8:45 am** **Panel: The role of the artist in the creative economy**
- What is the creative economy? What is the difference between artists and other workers in the knowledge economy? What is the value of artistic creation? These questions will be discussed by the panelists, all of whom share very different perspectives on the realities of the creative economy.
- Panelists**
Jian Ghomeshi - Host of Q, CBC Radio One and bold TV
Gaétan Morency - Vice-President, Citizenship, *Cirque du Soleil*
Kevin Stolarick - Research Director, Martin Prosperity Institute
- Moderator: **Annalee Adair** - Executive Director, ArtsSmarts
- 10:30 am** **Break**
- 10:45 am** **Reaction Session**
- An opportunity for delegates to discuss the panel and interact with the speakers. An interactive Q and A session will occur simultaneously online with the moderator taking questions from Twitter using #CCANPC.
- Noon** **Lunch and networking session**

1:30 pm Emerging Thinkers Speed Speaker Series

The next generation of decision makers for the cultural sector is among us today. It's important that their opinions are heard and that they interact with today's leaders in the cultural sector. During this portion of the conference, four emerging youth will use visual presentations and vigorous public speaking to portray their vision for the artist within the creative economy. Speakers will have five minutes to present 20 slides that will auto-advance.

Emerging thinkers

Kwende Kefentse

Janet Naclia

Devon Ostrom

Alex Rogalski

Moderator: **Shannon Litzenberger** - Metcalf Arts Policy Fellow

3:15 pm Break

3:30 pm Whiteboard Content Modules

This year, we will be integrating elements of an "unconference" model through an open whiteboard session. This session will be participant driven, meaning delegates will be able to register and lead their own sessions or attend a session hosted by a peer. During registration, a large whiteboard will be available with time slots and locations, on which delegates may designate their content module.

5 pm THE NEW RAW - A Video Series by Eilís Quinn

Art in the North is changing. While traditional art is still quite popular around the world, Inuit artists are increasingly interested in creating art that reflects today's reality; visual reflections on social change and climate change. To date, the South has largely ignored "THE NEW RAW" coming from the North. Journalist Eilís Quinn explores what this means, and whether the South may be missing out on something truly historic and important.

Jutai Toonoo, Ningeokuluk Teevee and Kenojuak Ashevak speak on their new reality in the short documentary THE NEW RAW. Quinn will also present clips from in-depth interviews she conducted while in the North, and will be available for questions.

An Eye on the Arctic, Radio Canada International production

5:30 pm Adjournment

7 pm Canadian Arts Night (Optional evening event)

An evening event will be held in the heart of Ottawa's ByWard Market at the **Mercury Lounge**. Up and coming local artists will showcase their talent and help celebrate the CCA's 65th anniversary. Hosted by Ritallin, the event will feature spoken word by The Recipe, dance from Dy-VERSE and music by DJ Memetic.

Tickets: \$5 at the door

November 3, 2010

Conference - Day 2

National Arts Centre - Studio Hall

8 am Continental breakfast

8:30 am **Panel: New models: rethinking the role of the artist within communities**

This panel will explore the social, economic and cultural role of the artist within Canadian communities. Experts will engage in conversations regarding the development of infrastructure for artists, including urban living and work spaces. Others will discuss the integration of culture in regional development and the promotion of cultural tourism. This panel offers a vast perspective on artists within urban and rural communities.

Panelists

René Cormier - Manager of Strategy and Regional Cultural Development, Association acadienne des artistes professionnel.le.s du Nouveau-Brunswick

André Dudemaine - Director, Land InSights

Tim Jones - President and CEO, Artscape

Dan Taylor - Economic Development Officer, Prince Edward County

Moderator: **Alain Pineau** - National Director, Canadian Conference of the Arts

10:10 am Break

10:25 am **Panel: New business models for artists?**

A conference exploring the role of the artist in the creative economy would not be complete without discussing new forms of business models for cultural workers. Increased digitization of content and the advent of a global market are aspects of the economy which Canadian artists much negotiate. Our panelists will discuss methods for artists to evolve their practice into a viable business within this climate.

Panelists

Sylvie Desrosiers - Writer

Shelley Stein-Sacks - Adjunct Professor, McGill University

Moderator: **Luc Fortin** - President, Quebec Musicians' Guild

11:45 am **Plenary wrap up session: roadmap for policy development**

Moderator: **Garry Neil** - President, Neil Craig Associates

12:30 pm **Adjournment - conference ends**

Speakers

Panelists



René Cormier

Throughout his career, René Cormier has worn many hats as a musician, actor, comedian, composer, artistic director and cultural manager. Currently, he serves as the Manager of Strategy and Regional Cultural Development for the Association acadienne des artistes professionnel.les du Nouveau-Brunswick. He is also the Artistic Director of Zones Théâtrales, a biennial showcase produced by the National Arts Centre which features professional theatre artists from Francophone communities. From 2005 to 2009, he also led the États généraux des arts et de la culture dans la société acadienne au Nouveau-Brunswick.

René has served on the boards of numerous organizations including the Canadian Conference of the Arts, the Fédération culturelle canadienne-française, the Association des théâtres francophones du Canada, ArtsSmarts and TV5 Québec/Canada. He has received many awards and accolades including the Ordre des Arts et des Lettres de France (2003), the Ordre des francophones d'Amérique (2008) and the Prix de gestionnaire de l'année 2000 du Conseil économique du Nouveau-Brunswick.

Photo credit: Karine Wade



Sylvie Desrosiers

Born in Montreal, Sylvie Desrosiers is a novelist, prize-winning children's author and a writer of collections of humour.

After completing a BA in Fine Arts at the University of Montreal, she began her career by contributing to the humour magazine *Croc*. In 1987, she published her first children's novel *La patte dans le sac*, also the first in her highly successful *Notdog* series. The series has sold more than 400,000 copies and several installments have been translated into Chinese, Spanish, Greek and Italian.

Sylvie has also written for television and film, and co-wrote the script for *Nez Rouge*. Her novel *Au revoir, Camille!* won the Prix international du livre Espace-Enfants in Switzerland. In 2008, she received the Governor General's Literary Award in the children's literature category for her novel *Les trois lieues*.



André Dudemaine

André Dudemaine is the founder and Director of Land InSights, an organization that promotes the growth of Aboriginal culture. For the last 20 years, he has also served as the Director of the Montreal First Peoples' Festival, an international event that reflects the cultural and artistic vitality of the First Nations community in North America

From 2002 to 2004, he served on the board of the Aboriginal Peoples' Television Network (APTN). With a passion for film, he teaches a course on First Nations and film at Concordia University. He also directed and produced *Abijévis*, an experimental short film that screened at the Festival de Belfort in 1986.

André has been a member of the board of Culture Montréal since the organization's inception. He is a regular contributor to the magazine *24 Images*, where he writes a column on the link between aboriginal people and film. Occasionally, he also contributes to the magazine *Revue de la Cinémathèque*.



Jian Ghomeshi

Jian Ghomeshi is the host and co-creator of the national daily talk program *Q* on CBC Radio One and *bold TV*. Since its inception in 2007, *Q* has garnered the largest audience of any cultural affairs program in Canada and has become the highest-rated show in its morning time slot in CBC history.

He has interviewed an array of prominent international figures from prime ministers to sports stars and cultural icons. His feature interview subjects on *Q* have included Paul McCartney, Barbara Walters, William Shatner, Al Gore, Margaret Atwood and Leonard Cohen.

Previously, Jian was the host of the Gemini Award-winning CBC television program *Play*. He also presented a number of television documentaries including *The End*, *Screw the Vote* and *Philanthropy Inc.* As a writer and interviewer, he has been published in the *Washington Post*, *The Guardian*, the *Globe and Mail*, the *Toronto Star*, the *National Post*, *El Mundo* and the *International Herald Tribune*. An accomplished musician, he was also a member of the multi-platinum selling folk-rock group, *Moxy Früvous*.



Tim Jones

Tim Jones is a champion for the role that the arts play in transforming cities and communities. Under his direction as President and CEO since 1998, Artscape has grown from a Toronto-based affordable studio provider to an internationally recognized leader in city-building through the arts.

In Toronto, Tim has played a catalytic role in the redevelopment of the Distillery District and galvanized the vision, interest and investment to create Artscape Gibraltar Point and the award-winning Artscape Wychwood Barns. In Canada and abroad, Tim acts as a consultant and advisor on projects, policy and initiatives and speaks at more than 20 conferences and events each year. He and his colleagues at Artscape are passionately committed to exchanging knowledge with

others on how arts, culture and creativity can help make our world more livable, sustainable and prosperous.



Gaétan Morency

Gaétan Morency has been a member of *Cirque du Soleil's* management team since 1992. He has held the positions of Vice-President, Planning and Development, and Vice-President, Planning and Public Affairs. In his current position as Vice-President of Citizenship, his mandate is to develop the organization's citizenship in a sustainable way, support social responsibility initiatives, maintain and develop relationships with the cultural, community, governmental and business milieus, and implement the organization's cultural and social action programs.

He began his career in the cultural sector as a producer of shows and events. He then worked with SODICC, a public cultural and communications development agency. Prior to joining *Cirque du Soleil*, he was the Manager of

ADISQ, Quebec's association for the recording, concert and video industry.

Gaétan is a founding member and Vice-President of the executive board of Culture Montréal. He is also the President and founder of TOHU.



Shelley Stein-Sacks

With more than 30 years experience in executive positions in the music industry, Shelley Stein-Sacks has a vast knowledge and in-depth understanding of the Canadian music industry. The author of *The Canadian Independent Music Industry: An Examination of Distribution and Access* and *The Business of Music: A National Training Strategy for Business Skills in the Music Industry*, Shelley also developed and delivers a full semester credit course on Marketing, Social Networks, and CyberMarketing for the Music Industry at the Schulich School of Music at McGill University. Through Brock + Chaloux Group Inc., Shelley provides strategic planning and counseling to various public and private sector clients on cultural and business issues as well as serving as a business coach to up and coming musicians.



Kevin Stolarick

Dubbed the "Official Statistician of the Creative Class", Kevin Stolarick combines a depth of knowledge with an appreciation of the importance of finding and sharing the knowledge or "pearls of wisdom" gained from his comprehensive understanding of the creative class and the creative economy.

He holds a PhD in Business Administration and an MBA from the Tepper School of Management, Carnegie Mellon University and a BS in Honors in Applied Computer Science from Illinois State University. He has taught numerous courses in statistical analysis, information systems and regional economic development.

His research interests include the relationship between firm performance and information technology and the impacts of technology, tolerance, talent and quality of place on regional growth and prosperity. Kevin provided quantitative research and analytical support for Richard Florida during the development of his books *The Rise of the Creative Class*, *The Flight of the Creative Class*, *Who's Your City?* and *The Great Reset*.



Dan Taylor

Dan Taylor is the Economic Development Officer for Prince Edward County, Ontario - Canada's first creative rural economy.

After starting his job in 2001, Dan realized that he was working in a creative rural economy before he was aware of the language or the concept. Since learning about the language, tools and theory, Dan has become a practical researcher, student and teacher of the practice of creative economy economic development. Prince Edward County's job creation has significantly outpaced that of Ontario and Canada on a per capita basis as a result of its focus on the creative economy.

Dan's passion on the subject led him to collaborate with and lead a three-region Creative Economy Data Analysis and Economic Development Action Plan for Eastern Ontario, Durham Region and Southwestern Ontario. As a result of this collaboration, Dan is part of the formation of a new Ontario-based Creative Economy Alliance and is taking on the role of Creative Economy Sector Lead for the Ontario East Economic Development Commission.

Moderators



Annalee Adair

Annalee Adair has been the Executive Director of ArtsSmarts since 2001. With over 20 years experience in arts education, public art and community cultural development, Annalee has worked both as an arts specialist at the high school level and as a professor of arts education in the education faculty at the University of Regina. She held the position of Director of Visual Arts for the Organization of Saskatchewan Arts Councils and Program Director for the City of Ottawa's Public Art Program, where she expanded the department to include a new Community Arts Program and an Arts Leadership for Youth Program.



Luc Fortin

Luc Fortin has been President of the Quebec Musicians' Guild since 2006. The Guild is a member of the Canadian Federation of Musicians and International Federation of Musicians. Luc is also Vice-President of the board of the Fonds d'investissement de la culture et des communications (FICC), a venture capital fund that acts as a financial partner for companies that create, produce, distribute and promote cultural products and services. He is a professional musician and manager of his own record label and publishing company



Shannon Litzenberger

Shannon Litzenberger is a Toronto-based dance artist, writer, director and arts advocate. Her work in arts policy has contributed significantly to shaping sector-wide advocacy strategies and policy positions on behalf of the arts and culture community.

She is the former Executive Director of the Canadian Dance Assembly, a founding member of Canada's Performing Arts Alliance and a member of the Canadian Arts Coalition Steering Committee. Recently named the first-ever Metcalf Arts Policy Fellow, she is currently spending time exploring the relationship between arts policy and practice at all levels of government.

Shannon writes frequently on arts policy issues in her blog *The Arts Policy Diaries*.

As a dance artist, she has worked with some of Canada's most dynamic artistic voices and is currently collaborating with award-winning dancer, choreographer and director Marie-Josée Chartier on the creation of a new work on the theme of Home.



Garry Neil

Garry Neil is a cultural policy consultant who works in Canada and internationally from his base in Toronto. Garry has experience in all aspects of arts and culture, and has worked for clients in all of the cultural industries. His areas of expertise include broadcasting regulation, film and television production, book publishing, status of the artist and copyright. He is also the Executive Director of the International Network for Cultural Diversity and has written extensively about globalization and culture.



Alain Pineau

Alain Pineau has been the National Director of the Canadian Conference of the Arts since November 2005. Before that, he spent 34 years with the CBC, the last nine as General Manager of Galaxie, CBC's very successful for-profit pay audio service.

He has been on the board of the Governor General's Performing Arts Awards Foundation since 1992 and is currently Chair of Statistics Canada's National Advisory Committee on Cultural Statistics. Alain has an MA from Oxford University (UK) and has completed studies in public administration at the École nationale d'administration publique in Montréal.

Emerging Thinkers



Kwende Kefentse

Kwende Kefentse is a DJ, writer, researcher and cultural worker. Fascinated by cities, his various professional ventures reflect explorations into how they function, with a particular focus on culture. Previously, he worked as a journalist for the Ottawa Xpress and as a guest author with Richard Florida's Creative Class Exchange. His academic research about the emergence of hip hop culture and its connection to the built environment is being produced into a feature for the National Film Board's Highrise documentary series. Kwende currently works with a small team of cultural planners to renew the City of Ottawa's high-level Arts and Heritage Plan.



Janet Nacia

Janet Nacia is currently the Creative Cultural Liaison with Alberta Recreation and Parks Association's (ARPA) ACE Communities. Janet holds a Masters Degree in Art History and has worked in both the commercial division and the non-profit division of the art community in Canada and Ireland. She has been an arts columnist for various magazines and is a regular arts writer for the Calgary Herald. Janet is also one of the founding members of Exposure: the Calgary/Banff Photography Festival.



Devon Ostrom

Devon Ostrom holds an MA in curating from Goldsmiths College, University of London, and has graduated from programs in non-profit and human resources management at Ryerson University. He has organized countless installations and exhibitions including the highly acclaimed Streetscape programming for Luminato 2008 at Regent Park and the Parliament Street Slip. Devon is a founder of them.ca, Canada's largest organization of street artists and serves as the Visual Arts Director for Manifesto Community Projects. He is also a member of the Toronto City Summit Alliance's Emerging Leaders Network and in 2009, was selected as one of Ryerson Alumni's Top 30 Under 30.



Alex Rogalski

Alex Rogalski is a Short Cuts Canada programmer for the Toronto International Film Festival®. He also programs for the Hot Docs International Documentary Film Festival and the Human Rights Watch Film Festival in Toronto. He regularly travels across North America as the coordinator of the One Take Super 8 Event. His Super 8 programs have been included in the Images Festival, Pop Montreal and the WNDX Festival of Avant Garde Film. Alex coordinated Canada's Top 10 - Short Films in 2008 and curated film programs for the Pacific Cinematheque (Vancouver) and Winnipeg Cinematheque.

Our thanks

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